

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIII. NEW YORK, APRIL 20, 1898.

No. 3.

BOOKS OPEN
TO ALL.

That Little Corner

It will pay you to watch.

Therein is recorded
the circulation of THE

Philadelphia Record

from month to month.

If you've watched it, you know that THE RECORD is gaining readers by thousands.

It tells of the good work we are doing; and more, for while it's hard to create new readers, the fact is clear there is no difficulty for THE RECORD to hold them.

And a coincident story might be told of why the same advertisers are in the paper day by day, year in and year out—why so many new ones, too, are constantly profiting by the example set.

Average circulation in March, 1898:

Daily Edition, - 191,988

Sunday " - 143,047

THE RECORD
PUBLISHING CO.,
PHILADELPHIA.



SEEKING COIN!!

There are others, too, who seek Coin, and those who have sought it through COMFORT have not been disappointed.

FOUND IT PAID.

We used Comfort and found that it paid. We are sending another contract.

S. O. & E. C. HOWE,
70 State St., Chicago.

ALL OVER THE MAP.—Comfort must go all over creation, as we get orders for band music from places we never heard of before. As we sell our piano music to dealers only, we have no idea how many people go to the music rooms to seek our music, after reading the announcement in Comfort, but the number is very great.

HAMBAY MUSIC CO.,
Pittsburg, Pa.

ALL GENERAL ADVERTISING AGENTS REPRESENT COMFORT.

W. H. GANNETT, Publisher, Augusta, Maine.

Boston Office:
John Hancock Building.

New York Office:
Tribune Building.

Chicago Office:
Marquette Building.

be maintained without advertising," said Mr. Leslie. "No business man nowadays thinks seriously of doing without advertising, but so many of them fail to grasp the principles which make advertising a success that they would doubt its efficacy were it not for the results which they see reward their more painstaking competitors.

"Take DeKalb, for example. It is a city of mechanic, in the center of one of the richest farming communities in the United States. It is a splendid field for advertising, although the facilities are somewhat restricted, our one daily paper having but a small circulation. However, the average merchant inserts his business card in the daily and, perhaps, in each of the three weeklies, lets it run unchanged month after month, and expects it to bring him business. Now, this is a great mistake. The only way to attract business is to offer inducements. Advertise something the people want; not only that, but advertise it at a price that will make them buy. That's our way. We're willing to pay a few cents each to induce people to look over our stock, and usually the articles we advertise are at cost or below. We want people to think and speak of the bargains they get at Leslie Brothers. Then they will come again, and others will come with them.

"How do I do it? To begin with, I use all the papers. They are the daily and weekly *Chronicle*, the weekly *Review* and the weekly *Advertiser*, the latter but a couple months of age. I do not go into the *Daily Chronicle*, except upon special occasions, as I think the rate out of proportion to the returns we can get from the space. They want ten cents an inch—we use large spaces, running the same ad only once—which is, of course, not an exorbitant charge, but it is more than we can pay for a circulation which, I believe, does not far exceed 400 copies. The weeklies give us a lower rate and a wider circulation. I think the *Chronicle* and *Review* have each about 1,500. I have examined the books of the *Review*, and am satisfied as to the character of their list. We use the *Review* most of all. The *Advertiser* has no great list, as it is too new, but the paper is nicely printed and is growing.

"With these weekly papers, though they are excellent examples of their kind, we are unable to cover the field as effectively as we wish, so that I have

recourse to handbills, getting out a half sheet at least once a month, aiming to circulate it upon the day that the big barbed wire mills and other factories pay off, when sometimes as much as \$25,000 is put in circulation in a single day.

"Pay? Why, start our boys out in the morning, and many times we have had responses inside half an hour. Our usual edition of a bill is 5,000 copies, and, as it takes but about 1,500 to cover the city thoroughly, we have 3,500 to send into the country. We employ a man with a horse and buggy to do this, and it costs us three dollars a day for his work, but he knows every farmer for fifteen miles around and reaches them all. A circular with such distribution costs about forty dollars, but we get it back every time."

The composition and display in Mr. Leslie's ads are typical of the country printer. "It is as good as we can get," said he. "We want nothing fancy about our ads. We want them truthful, plain and straight to the point. Cuts are a great help to a business announcement, and I usually sprinkle them in thickly. A cut of an article and a cut in its price will sell goods every time—if they are desirable goods."

H. B. HOWARD.

CHARITY ADVERTISING.

Some of the advertising—appeals for contributions, reports, stories showing how the work is done—that emanate from the Association for Improving the Condition of the Poor are so interesting that the Little Schoolmaster, when he recently met Dr. Tolman, the general agent of the association, mentioned the fact, and among the things Mr. Tolman said in reply were the following: "Charitable and philanthropic plans need money to be made effective. Business men are money makers and the executive managers of charities must appeal to them for financial co-operation. These appeals bear the same relation to our labors as advertisements to the ordinary business. If we continued on the old lines we would just about achieve next to nothing. 'Other times, other ways,' and we have adapted ourselves to changed conditions. The 'newer charity' uses business methods in presenting its claims to the general public. To succeed in this it must so present its claims as to gain in the first instance attention by attractive, forceful, terse methods, whether through the personality of a financial secretary or the medium of paper and ink. Philanthropic advertising is just as fine an art as commercial. The circular of a philanthropy must compete with the entire world of circular literature, and run the gauntlet of double rows of waste baskets."

EXPERIENCE is the best school to teach the man who knows it all about advertising that the more he knows the more he has yet to learn.—*New England Editor.*

**825,000
Copies**

were printed of the

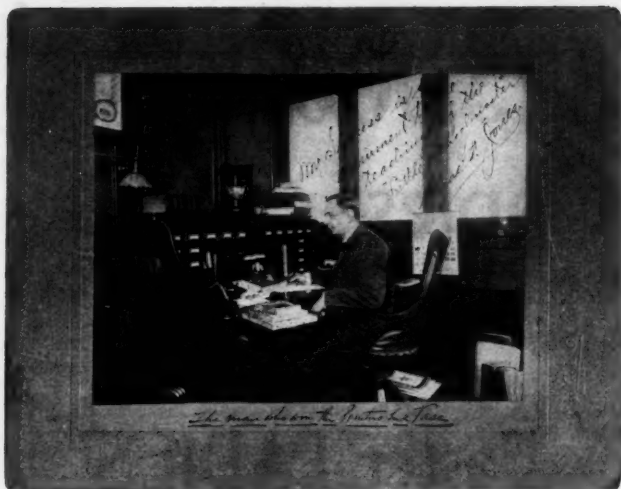
**Easter LADIES'
HOME
JOURNAL**

AND ENTIRELY SOLD OUT

New Edition of 25,000 Copies on Presses

**The Curtis Publishing Company
Philadelphia**

PRINTERS' INK. MODEST MERIT.



The men who edit PRINTERS' INK's departments are all modest men. This wholesome and satisfying trait has become second nature to them from mere association with the Little Schoolmaster. Particularly is modesty the most conspicuous characteristic of Messrs. Bates and Jones, who conduct separate classes in the P. I. School. The modesty of these two gentlemen is so extreme, so overweening, that people have expressed the opinion that they carry it to the verge of foolishness, or even beyond. It is asserted, indeed, that on one occasion Mr. Bates expressed his hope that custom would eventually sanction the substitution of the small or lower case *i* to indicate personality instead of the capital letter as now, so that he might give his modesty a still wider field of action. To his mind the capital I is too dominant, too assertive. PRINTERS' INK was moved to make these remarks by being presented with the beautiful picture shown above. Of course there was no absolute necessity for reproducing it here and bringing it before our readers at this time, and PRINTERS' INK would not have done it had it not been for the desire to emphasize the fact that it was Mr. Jones who, out of nearly a thousand competitors, won the sterling silver Printers' Ink Vase awarded a few years ago for the best advertisement of PRINTERS' INK, and to take the opportunity to emphasize the fact that the PRINTERS' INK sterling silver Loving Cup will be awarded in July next to the person who writes the best, the most heartfelt, the most genuine testimonial to the surpassing merits of PRINTERS' INK. There is, there can be, no objection to modesty anywhere—but it can be overdone.

NOTE THE PRINTERS' INK VASE ON THE CENTRAL UPPER PART OF MR. JONES' DESK.



WALTER ROMEYN BENJAMIN
Autograph Letters and Book Plates
Publisher of 287 FOURTH AVENUE.
UNITED CHARITIES BUILDING
"THE COLLECTOR."

A MONTHLY MAGAZINE FOR AUTOGRAPH
AND BOOK PLATE COLLECTORS

\$1.00 per year

New York, March 26th 1898

New York Times. -

Dear Sir, -

My small advertisement
in the Saturday Review of Books & Art,
stating that I was prepared to buy
original autograph letters of famous
people, has been a great success.

I have received many letters
from all parts of the country offering
me the material I desired. The ad.
has had far better results than
a larger one, costing much more,
in the best magazines.

Yours very Truly
Walter Romeyn Benjamin

THE NEW YORK TIMES

"All the news that's fit to print."

Trebled in Sales

Foot of Broadway (Whitehall St.)

March 7, 1898.
I formerly sold from 7 to 10 COMMERCIAL ADVERTISERS daily. Now I sell from 28 to 35 copies a day.

(Signed)

W. McKENNA.

65 Exchange Place.

March 12, 1898.
My sales of THE COMMERCIAL ADVERTISER, under its new management, have increased from 5 per day to 18 per day. This is the largest gain made by any evening paper on my stand.

(Signed)

Mrs. SNYDER.

Erie Ferry, foot Chambers St.

March 7, 1898.
I sell 90 to 115 COMMERCIAL ADVERTISERS daily where I formerly sold 30. This increase is among the leading business men.

(Signed)

WM. CAMPBELL.

Broadway and Rector St.

March 7, 1898.
I formerly sold 6 to 8 COMMERCIAL ADVERTISERS daily. Now I sell from 25 to 30 a day.

(Signed)

L. LEVINE.

News-Stand, 54 Wall Street.

March 8, 1898.
THE COMMERCIAL ADVERTISER under its new management has increased 25 copies daily in sales. It is making steady progress among lawyers, financiers and real estate men.

(Signed)

ROSENTHAL BROS.

And those newsdealers whose sales of COMMERCIAL ADVERTISERS show an increase ranging from 33 to 100 per cent are legion.

The Commercial Advertiser,

Published Every Afternoon Except Sunday.

29 Park Row, New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A young advertisement writer of Salem, Mass., sends me some drug store advertisements, with the following letter:

DEAR MR. DIXEY—I read your articles in PRINTERS' INK with much pleasure and often catch a good point. I am an infant at the ad business, but perhaps the inclosed samples of mine might be worth reproducing in P. I. Sincerely yours,

FRED GOLDSMITH WALKER,
Salem, Mass.

Mr. Walker is a healthy "infant." Doesn't appear to be afflicted with any abnormal enlargement under the hat brim. His ads are good, but they are not well displayed; that is probably the printer's fault. Both ads are full of good facts and good prices, and each one has a neat little argument, but the ad is squared off by a lot of rules in such a way as to make it look like a checker-board or a barn window. The argument in one ad is pushed up into the northeast window pane, and in the other it is shoved over into the northwest one. It would be better to have it go straight across, and then have the different items grouped beneath it. Here are two of the arguments:

A Drug Store Argument.

Don't buy medicines you know little about. It's another phase of the gold-brick game if you do. If your druggist is capable and honest you can get surer results from his own remedies. The public has the utmost confidence in

Price's Preparations.

The standing of the firm guarantees their true pharmaceutical value.

Another.

Anybody—even the smallest child, gets the article called for at our store. Sometimes we are asked, "Is there anything better?" To truthfully answer this question, we refer whoever asks it to our own preparations. We know their merit and what goes into their making. The Price Drug Co. stands back of every remedy of their own manufacture, so the purchaser takes no chances in getting an average article like the many fake preparations which flood the drug market.

Do not Forget

that you will never buy Real Estate as cheap as you can buy it to-day. Figure the annual increase of the past and you will know what to expect. Buy early and save money.

CESAR CESANA,
Real Estate and Insurance, Bank St.



We Are Moving to the Front

with irresistible power, and no obstacle will or can impede our wonderful progress. \$15.50 for a Covert Top Coat or Spring Suit of Pin Head or Checked Fancy Cassimere to measure, our newest offer. Latest style is a three-button cutaway sack coat, a double-breasted vest and medium wide trousers. Such a suit would be good value at \$35.00. Samples mailed free. Our "one year guarantee or money back if dissatisfied" your protection. We manufacture all our own garments. Open evenings till 9 o'clock.

SIX LITTLE TAILORS, 214 SIXTH STREET

Seek no Further

Whatever is best,
Whatever is seasonable,
Whatever is fair in price in

Groceries, Meats, Fish and Provisions

YOU CAN GET AT

AMBLER'S MARKET HOUSE,
2746-2748 Kensington ave.

A Good Thought.

"Phantom" Shirt-Waist Extenders Free.

With every Shirt Waist sold at \$1 and upwards Beadle & Mudge will give a "Phantom" Shirt Waist Extender. Every wearer of Shirt Waists will appreciate this model contrivance.

SPRING DISPLAY OF LACE CURTAINS

Beginning to-day, we show what we hold to be the most interesting and noteworthy importation of FINE LACE CURTAINS ever offered to Rochester's thousands of home furnishers. The divers patterns are beautiful and new—and they come just in the nick of time to help in the tasteful spring refurnishing. The price scale brings many of these new curtain creations within the means of modest cottage homes, while the finer patterns are rich and elaborate enough to adorn the windows of mansions. You are invited to view this fresh spring display.

Irish Point Curtains—fifty different patterns\$4 to \$15 a pair.

Brussels Lace Curtains—thirty charming designs.\$7 to \$30 a pair.

Louis XIV Curtains—twelve special patterns.....\$7 to \$15 a pair.

Rococo and Cordon Net Curtains—fifteen distinctively lovely types....\$7.50 to \$18.50 a pair.

James M. Smith & Co.

Spring Novelties in

BOYS' and CHILDREN'S WEARABLES

MOTHERS—Come and see for yourselves. Everything here is full of dash, and snap, and vim. We have here the very things you're looking for—everything that'll make your bright boy look brighter, look smarter and handsomer.

Read The List.

Middy Suits,	Shoes,
Junior Suits,	Underwear,
Keefer Suits, etc.	Hosiery,
Derby Hats,	Shirts,
Alpine Hats,	Collars,
Fedora Hats, etc.	Cuffs,
Star Shirt Waists,	Suspenders,
Mother's Friend	Sweaters,
Waists, etc.,	Bicycle Belts,
Neckwear,	Etc., etc., etc.

And everything newest, freshest and brightest—everything for this season's wear, and always at the lowest of low prices.

A complete baseball outfit, consisting of ball, bat, cap and belt, free with every suit in our Children's Department.

THE MODEL,

S. E. Corner Tenth and Main.

The New Trimmed Hats.

There's a grand display of them here—larger and better, we think, than ever before, and we believe you'll think so, too, when you see them.

Every novelty in trimming, shape and color introduced for this season's wear is here.

No need for saying more. The name "O'Neill" stands for everything that is new and desirable in millinery.

NERVOUS FOLKS

and children come to us in perfect confidence when their teeth need attention. But it is not always ladies and children that are nervous.

DR. WILLIAM R. SUTCH,
DENTIST,

2638 NORTH FIFTH STREET.

AN UP-TO-DATE ESTABLISHMENT.

Better Paint Now

Than to wait till the leaves are on the vines and they have begun to put forth their new shoots. Now they can be taken down from your porch and replaced without damaging them, but later in the season this can not be done so well. A coat of paint, now, will protect the woodwork and preserve it from shrinking and splitting during the hot weather of the coming summer. Better to pay for paint now than a big carpenter's bill later on—or a still bigger coal bill next winter.

Our prices are always right for the best work and materials. It will cost you nothing to let us give you an estimate.

GREEN & BROWN,
Painters and Decorators. Market Square.

Clothing.

DRESS with equal care in bicycle paths as in ordinary paths of life. We've given bicycle-golf "togs" more care than ever.

Some of our knickerbockers are gorgeous, but topped off with a black coat they're simply smart; quiet ones for quiet people of course. Coats, plain black chevot, \$7.50; breeches, \$5 to \$9.10 for those made like riding breeches.

Furnishings

The very latest thing in bicycle-golf stockings is found in only two other places. All silk, \$4; spun silk, \$2.75; Isle thread, \$1.50. Solid black with tops striped in colors.

The Minneapolis Times

offers the lowest advertising rates per thousand circulation of any of the Minneapolis newspapers.

Its Sunday issue has more than double the circulation of any other Sunday paper published in Minnesota.

It is the only one of the Minneapolis dailies whose circulation is certified to and guaranteed by the Advertisers Guarantee Company of Chicago.

These facts are well worth the consideration of general advertisers.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York, 1320 Masonic Temple, Chicago.

PERKINS' POSITION IS SOUND AS A NUT.

The Manhattan Nationalist
Is the Oldest Paper in the County, and
is the Strongest Organ of the
Republican Party.

It has been for years the official paper
of Riley County, and the City of Man-
hattan. It has enjoyed the confidence
and esteem of the people for years, and
is one of the best of its kind in
the county.

Its Circulation is Large.

Advertisements of any kind, paper or dis-
count, and of any other kind, are
accepted at the lowest rates, and
space of the Manhattan Nationalist
is always available for the
advertisements of the people.

Price Five Cents per Annum in Advance.

ESTABLISHED 1870.

TERMS: \$1.00 per Annum.

H. A. PERKINS,

Editor, Proprietor and Publisher.

THE MANHATTAN NATIONALIST.

The Republican Paper of Riley County.

RECEIVED

JUN 6 1884

Manhattan, Kansas.

J. P. BOWELL & CO.

Geo. F. Russell & Co.
Gentlemen:-

Can you advance any good reason why
"a country paper" should advertise with a firm or
company who strenuously insist that no general
advertiser can afford to patronize "a country paper"?

I am not inclined to advertise in a medium
that is controlled by a consuming desire to
injure in every way possible, the country
paper, a class which the Nationalist
belongs to.

Respectfully.

H. A. Perkins.

In answer to the first paragraph of the above inquiry,
PRINTERS' INK would say there is no reason why a country
paper or any other paper should advertise with any firm,
or anywhere, or in any way unless it seems that such adver-
tising will be probably profitable.

In comment upon the second paragraph, PRINTERS'
INK would say if any such "medium" exists as is referred
to, it is a wicked "medium" controlled by a spirit that
ought to be damned, and doubtless will be.

In further comment upon the second paragraph, PRINT-
ERS' INK would say that if any medium exists such as is
referred to, the Little Schoolmaster has no knowledge of
the said medium—never heard of it.

In conclusion, PRINTERS' INK wishes to assure Mr.
Perkins of its highest consideration and to assert that now
and for the future, as always in the past, PRINTERS' INK is
the friend of the country paper and more especially of the
country paper that is managed by a man wise enough to
perceive that general advertising or so-called foreign adver-
tising is rarely profitable to the country or village paper,
but almost always a damage and a curse. Honestly now,
Perkins, do you not know this to be a fact?

JOHN D. SPECKELS, Proprietor.
W. S. LEAKE, Manager.

THE GREAT FAMILY PAPER.
INTO THE HOMES IT GOES.

**SAN
FRANCISCO
...CALL**

Published every morning
in the year.

**CIRCULATION EXCEEDS
50,000 DAILY**

Best News Service!
Best Staff of Correspondents!
Best Local Equipment!

For Sample Copies, Rates and Further Information,
Address,

DAVID ALLEN,
Eastern Representative,
188 World Building, New York.

IMPRESSIONS BY THE WAY.

St. Louis has two morning papers, the *Globe-Democrat* and the *Republic*, as well as three evening papers, viz: *Post-Dispatch*, *Star* and *Chronicle*. All of them sell for one cent.

Judging from the sale as shown on the streets, a great deal of the circulation of these papers must be delivered by the branch stations and carriers, for, taking the size of the city into consideration, there are comparatively few newsboys.

As newspapers they rank with the best in the country. The news matter is excellently handled and the field well covered. This is especially true of the *Globe-Democrat*, *Republic*, *Star* and *Post-Dispatch*. They are superior in many respects to the dailies of Chicago.

Of the two morning papers, I have no doubt that the *Globe-Democrat* is the best; every indication on which one can base his conclusions points to that fact; sales and amount of advertising, among others.

The *Republic* is a good paper; in fact it must be, for the standard of both papers is high.

Of the evening papers, the *Post-Dispatch* is conducted on very much the same plan as the *New York World*; and it is generally known to the residents that both *World* and *Post-Dispatch* are owned by the same proprietor. I would place the *Post-Dispatch* first in circulation. The second in circulation is the *Star*. Appearances indicate that it is the highest class evening paper in the city and that it has a very good circulation—within, perhaps, 12,000 to 15,000 of the *Post-Dispatch*. As to the other evening paper, the *Chronicle*, it was a disappointment to me, for I had gained the impression from the figures given in the American Newspaper Directory that it would be very much in evidence; but—it wasn't. It carries a great deal of foreign advertising, but, outside of "weak men" announcements put out by local firms, carries hardly any local advertising. Its street sales were so small that I have placed it third.

The clerk at the Planters' Hotel, when asked which was the best evening paper, said: "The *Star*."

The amount of local advertising carried in the *Star* and *Post-Dispatch* during the week is larger than that in the morning papers.

I would rate the St. Louis papers in this order:

1. *Globe-Democrat*.
2. *Post-Dispatch*.
3. *Republic*.
4. *Star*.
5. *Chronicle*.

On Sundays the two evening papers publish Sunday editions. These are handsomely illustrated and go into color supplements and illustrated sections. The *Star* does all its work, printing and illustrating in St. Louis, and the *Post-Dispatch* gets its 8-page colored supplement from New York; so when you see the *New York World's* colored supplement next Sunday you may know that the St. Louis readers of the *Post-Dispatch* are reading or have received the same pages, too. I think it is too bad that no advertising space is sold on those eight pages, so that you could hit in both cities. There is no perceptible change in the rating of the four papers on Sunday.

The "want" mediums of St. Louis are the *Globe-Democrat* and *Post-Dispatch*, the advantage being with the *Globe-Democrat*.

Though the St. Louis papers do not advertise in other than local newspapers, they have many plans which have a bearing on their circulation, and these are pushed vigorously, more so by the *Star* than any other. The *Globe-Democrat* and *Republic*, for instance, offer advantages on subscriptions to their weeklies in conjunction with the Sunday editions. The *Star* offers boys and girls bicycles, gramophones and cameras, the value of the premium depending on the number of subscriptions secured. The *Post-Dispatch* during the winter gave a sweater to newsboys who increased their sales, and are now offering bats and baseballs. The *Chronicle* distributes calendars, all of which are numbered, and each day a certain number is picked out or chosen, and the holder of that number receives \$5. P. DOUGAN.

April 10, 1898.

HE SEES THE POINT.

The cost of publishing 1,000 is as great as that of publishing 100,000, plus the cost of the additional ink and paper. Consequently no comparison can be made between the Chicago *Record's* advertising rates and those of the country paper, with justice to the latter.—W. A. McDuffes, Aguilar (Col.) Sun, in *Newspaperdom*.

It would be as wise to shoot your gun off before it is fairly loaded as to throw out your advertisement before you have provided what it offers.

San Francisco Bulletin

Covers the Evening Field.

A Home and Family Newspaper.

NONE BETTER.

FEW AS GOOD.

No other evening newspaper
on the Pacific Coast proves one-
half the BULLETIN's circulation.

Daily Average 1898:

January,	- -	24,944
February,	- -	25,526
March,	- -	26,806

Guaranteed by the Advertisers Guarantee Co.

BEST IN QUALITY

MOST IN QUANTITY.

Further information
from

F. K. MISCH,
Potter Building, New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The *Dry Goods Economist* of a recent date had an editorial which is evidently intended to refer to the fun that Hearn, the Fourteenth street dry goods merchant, has been recently having by criticising John Wanamaker's advertisements. The editorial reads as follows:

ADVERTISING ONE'S COMPETITOR.

No doubt every retailer is tempted at times to rap a competitor over the knuckles, so to speak, when the latter makes an apparently unbelievable statement in an advertisement. The spectacle of one dry goods store making fun of another at the cost of a good many dollars for high-priced advertising space has recently confronted those who peruse the bargain columns of the New York dailies, and the same thing doubtless happens very frequently elsewhere.

Does it pay? We think not. People are so prone to doubt the motives which prompt criticism of a competitor. They think "Brown must have been hit rather hard if he takes the trouble to jump on Smith in his ads." A man serves his business best by apparently ignoring his competitors. He may do all he can to down him by buying better and selling cheaper, and if he works on these lines the crowd soon finds it out.

We know of two houses that were bidding on a bankrupt sale. The successful bidder at once started a very aggressive sale, which drew forth a reckless tirade from the unsuccessful competitor as to the worthlessness of that bankrupt stock, etc. It is an actual fact that customers came to the sale, saying they were induced to look by the fierce advertising of the other house, adding that they wanted to see the goods that B—'s (the competing house) mentioned in their advertisement.

The advertisement openly directed at a competitor is often a boomerang which comes back to strike the sender.

I have always contended that it does not pay one firm to run down another, and that ninety-nine times out of one hundred the only reason why one firm will run down another is because they feel that the other firm is taking away part of their trade. Now Hearn does about the cleverest writing of this kind that I have ever noticed. The fun that he pokes at Wanamaker is really interesting reading for any other business man. I don't believe that it is interesting reading to the customers. I don't believe that the public at large appreciate what he is talking about, and if they do appreciate it I believe, as the *Economist* has stated, that they are apt to think more of Wanamaker

than they do of Hearn. I have often wondered what Hearn's idea was in doing this, as it costs a great deal of money to use the space in this way, and as I have said, I don't believe it brings any more business to Hearn or takes any business away from Wanamaker. In a recent announcement, however, I found a sentence which perhaps tells the secret of his purpose. The line states:

"If such comments point a moral for the benefit of dry goods advertisers at large, they will serve the purpose for which they were intended." Evidently our friend Hearn is spending his good money for the purpose of amusing other dry goods advertisers. If this is his object, he is certainly paying for it very dearly, but nevertheless he is succeeding, for the majority of dry good advertisers read Hearn's announcements, and laugh at Hearn just as much as they do at Wanamaker. They know that both are trying simply to say or do something that will sell as many dry goods as possible. Wanamaker and Hearn are both in business for business reasons. Whatever they may do or say is simply intended to sell the goods. I think Wanamaker is accomplishing his intentions much more surely and rapidly than Hearn. People say that Wanamaker is throwing away a great deal of money in his extensive advertising, which, I understand, even in the dull month of January, in the daily papers alone, amounted to as much in the one city (New York) as forty-two or forty-three thousand dollars. I think that while Hearn does not perhaps spend half as much money, he is throwing away a larger proportion of his expenditure through his anecdotes and jokes than is Wanamaker, from the fact that Hearn's advertising is only appreciated by competing merchants, who do not give him any business, while Wanamaker's advertisements are appreciated by the public, as is evidenced by the immense crowds which his system of advertising is drawing. For the benefit of those who have not kept track of Hearn's efforts

to amuse, I will repeat a few of his headings :

THE SECRET OF ADVERTISING.

"Up-to-date methods all of us know,
Are puff, puff, puff, and blow, blow, blow."

We'll have to hire a novel writer. . . .
It is not necessary that he should know anything about dry goods—that is a secondary consideration. . . . The main essentials are: Vivid imagination, flowery language, the names of the European capitals and lots of brass. . . . St. Gall would do very well if he were not already engaged. . . . Until we can find some one with the necessary qualifications, we will have to stick to the facts, and here they are:

GLOVES.

Tan, Mode, Red, Brown, Green, Butter,
White and Black, Four Buttons—All
sizes in all colors.

FIFTY CENTS A PAIR.

This is no plot or scheme. It is an accurate statement of facts about a lot of gloves. They are not worth either a dollar or a dollar and a quarter a pair. . . . They are not a lot of four-year-old goods; they are not soiled or damaged, they are not unsaleable colors. . . . They are better in every way than goods recently advertised at this price with a grand hurrah, yet we do not expect to sell ten thousand pairs in a single day. . . . Ten thousand pairs is rather a large lot for one morning. . . . Two hundred pairs of gloves is pretty good selling for one clerk. . . . Fifty clerks, two hundred pairs each, would be ten thousand pairs. . . . What a crowd there would be—give us something easier. Next!

This goes with candy and eight million dollars' worth of paper.

SOME FOLKS ARE
VERY MUCH ANNOYED

that extravagant announcements should be commented upon, and seem to think that advertisements about ten thousand pairs of gloves being sold at retail in a single morning, and statements about purchases of eight million dollars' worth of writing paper and other so-called errors of the "treacherous types" should pass unnoticed.

IF SUCH COMMENTS
POINT A MORAL

for the benefit of dry goods advertisers at large, they will serve the purpose for which they were intended.

Let those who sermonize practice what they preach.

Truth does not fear a search-light.

The Tyrolean, of St. Louis, Mich., has a four-page five-column newspaper, a number of copies of which have been sent me by Tyroler's Emporium, who are the publishers. Twenty columns of the publication consist of about twelve columns of advertising and eight columns of reading. It is really a circular for Tyroler's Emporium, published in the shape of a newspaper and having the general interest that the reading matter lends to it. This, of course, makes the circular a great deal

more expensive than the ordinary handbill, but in those localities where a store hasn't got the facilities for reaching the customers it desires, I believe that this is one of the best ways in which to make circular advertising profitable. In the *Tyrolean*, which is really to all intents and purposes a country newspaper, I find a statement to this effect :

The *Tyrolean* is distributed free from house to house in the following towns:

Alma,	Breckenridge,
Emerson Center,	Elm Hall,
Elwell,	Ferris Center,
Forest Hill,	Ithaca,
Merrill,	Riverdale,
Shepherd,	St. Louis,
Sumner,	Vestaburg,
Wheeler,	North Star.

If you fail to get yours, drop us a postal, and it will come by return mail.

The publisher, in writing me, states that this form of advertising has been found to pay them a great deal better than anything else they could do.

I am in receipt of a letter from a carpet dealer in a Connecticut city, which reads as follows :

DEAR SIR—We are about to open a new store and desire to give away souvenirs. What would you suggest to give away not too expensive? If you will answer you will confer a lasting favor upon Yours respectfully,

In the issue of PRINTERS' INK, December 22, 1897, on page 33, was printed a long list of houses who manufacture or sell souvenirs, or articles suitable to be used for advertising purposes. By referring to this page, our correspondent will undoubtedly be able to find a number of firms who can show him samples suitable to give away at the opening of the carpet store.

I know of one carpet store that held an opening not very long ago, at which they gave away toy carpet sweepers. These were purchased in large quantities at about 8 or 10 cents each and not only made a souvenir which was a good advertisement on account of the announcement stamped on the top of the carpet sweeper, but made something that the children of the house would be very glad to get and play with and was thus kept in constant evidence throughout the home. Another very nice souvenir suitable for almost any kind of a store, is a metal top leather purse. On the inside or the outside of the purse a very nice advertisement can be printed, and this is an article which is appreciated and used by nearly every one, pro-

vided the purse is made in a good substantial manner, so that it holds together.

There are so many things suitable for souvenirs that it largely depends upon the taste of the person who is giving it away and the price which they wish to pay, as to what can be secured. There are very few things less than 5 cents each which are appropriate, but from that on up to 15 cents any number of useful or ornamental articles can be found.

* *

I don't think that a business firm ought to in any way tamper with the feelings of the public through its advertising by using items of politics, religion, sorrow or anything else. I think that the firm who does anything of this kind makes a very serious mistake. It is not at all smart, it does not produce any business, and I believe it is offensive to all right-minded people. In a recent issue of the *Dry Goods Economist* is an advertisement in which a veiling firm makes the terrible misfortune to the Maine an idea for an advertisement. The advertisement reads as follows:

THE VEILING HOUSE

was shocked with the misfortune from Maine and offers condolence to all concerned. S. OFFENHEIMER, Sec'y, 471 Broadway, New York.

Below this announcement is an advertisement of mourning goods. I think any firm that would make use of a national calamity as a means of advertising their mourning goods will find that such an advertisement is a serious mistake and in the long run will do them more harm than good. There are plenty of plain business subjects upon which to write advertisements without trying to make a play of words upon the heart-strings of the bereaved. Everybody recognizes that such an announcement is simply effect for the purpose of bringing the advertiser to the eyes of the public, rather than from the motive of any real sympathy for the sufferers. In my opinion such an advertisement is not only an insult to the boys who died in the service, but to their surviving relatives, and also an insult to the intelligence of the persons addressed with the hope of securing business.

* *

The one idea in advertising, whether it be retail advertising, general adver-

tising, or anything else, I believe is growing more popular every day. I believe the best advertising that is being done to-day is in having one main, prominent feature to emphasize in the advertisement, allowing all the other features to be subordinate to the one central main idea. This idea has heretofore been combated by those who pointed out the success made by certain stores in advertising a conglomeration of things all mixed together. This mixture of advertising is gradually giving away to the better idea of having one main feature which takes precedence over everything else and following it, if necessary, with other subordinate features which do not conflict with hammering the main idea into the minds of the people. A test of this was recently made in a certain city in which there were three or four prominent advertisers. All of them except one had their announcements composed of some 25 to 50 different things in various lines of goods. The one advertiser in question had fully half of his advertisement devoted to one particular stock of shoes which were to be sold at one particular price. This main feature of the advertisement was followed by half a dozen or more subordinates, each interesting in themselves, but none of which conflicted with the main central item of the advertisement. A gentleman in whose judgment and observation I have perfect confidence informed me of the results of this advertising. The store that had one prominent, strong feature not only had that particular department crowded with buyers, but had all over the store generally a great many more customers than any of the other stores who had scattered their fire.

I believe that to-day one of the best ways of advertising for any retail store is to have, each time an announcement is inserted, some special strong feature upon which almost the entire weight of the advertisement can be placed. In very large stores of course there are many departments that would thus suffer were they altogether debarred from going into the advertisement, but these can from time to time be used as subordinates, without conflicting with the one prominent idea. The more careful study I give to the advertising subject of any business the more I am impressed, whether the business be local or general, one very strong central idea is much better than to scatter one's fire among a number of ideas.

THE
JOURNALISM
THAT

STANDS THE TEST

of wars and rumors of war
and at all times has the
confidence of the people is
the kind represented by the

Brooklyn Daily Eagle

A THREE-CENT paper pub-
lished for the thinking,
conservative people of New
York City.

NOTE—Circulation constantly increasing. Adver-
tising patronage greater than ever before
in the history of the paper.

MR. BINNER TALKS.

FISHER BUILDING,
CHICAGO, April 9, 1898. }

Editor of PRINTERS' INK:

I have been especially interested in the various articles on "Illustrated Advertising" which appeared the last few months in PRINTERS' INK. None of them cover the ground so thoroughly, in my estimation, as the article entitled "The Part the Picture Plays," on page 24 in your issue of April 6, by Miss Edith Gerry. I believe it is one of the best articles ever written on the value of illustrations in advertisements.

Miss Gerry's illustration of the two horses drawing more than one horse, or that the horses must be evenly matched, is very clever. I do not know whether Miss Gerry is an artist or an advertiser, but if she is a practical artist she knows that nine times out of ten the advertiser comes to the artist with instructions to prepare an attractive and effective illustration for a certain space, asking that a blank space be left for mortise into which type is then set, matter for same being furnished by the advertiser. It is seldom, however, that the illustrator knows what matter will appear in the ad.

I believe that the best kind of an illustrated advertisement is that in which the illustration and the text or wording go hand in hand. I am not a believer in pictures alone, and too many advertisers expect the picture to do it all, and the artist may spend considerable time and thought in developing a good, clever idea which, however, loses its effectiveness on account of the lack of strong, effective wording.

That an illustration with appropriate text matter is noticed more by the public than simply plain type can be proven by the jokes contained in *Puck* and *Judge* that are illustrated. How many people read the jokes in *Puck* and *Judge* that are not illustrated? Watch the readers of *Puck* and *Judge* in the barber shops, the trains, anywhere for that matter, and see how they go from one illustrated joke to another, and pay no attention to the jokes that are not illustrated.

Now, if the advertiser would only take advantage of this fact and make his wording go hand in hand with the illustrations, like the illustrated jokes in *Puck* and *Judge*, he would receive better returns from his advertising space. Yours very truly,

OSCAR BINNER.

CHARLES AUSTIN CAN NOT BE CONCEALED.

ALBANY, N. Y., April 8, 1898.

Editor of PRINTERS' INK:

Almost the most instructive, if not the most, but certainly the most of all the matter written by outsiders for PRINTERS' INK, is that portion written by Charles Austin Bates.

This is not my opinion alone, but the opinion of various people in Albany, Troy and other nearby places who read and who have spoken to me of that particular portion.

As for myself, I simply write to ask why the devil you bury it by placing it in the very last part, and behind all the advertisements, or do you think his writing so good that people will hunt for it, and which allows you to put less important matter in front where the general public will fall over it and be compelled to see it.

I do not know Mr. Bates and never laid eyes on him, but that does not make what he says less instructive. Very truly yours,

W. C. SWART.

PRETTY TOUGH.

Office of
THE INDIANA NEWSPAPER UNION,
32 West Court Street.
INDIANAPOLIS, Ind., April 7, 1898. }

My Dear Mr. Carleton:

I herewith inclose an article that I will esteem a personal favor if you would have inserted in PRINTERS' INK. This man Archer is a dead beat and should be so regarded by publishers and printers through the country. There is no use allowing him longer to practice his cunning frauds on the craft. You can not urge this too strong with the editor of PRINTERS' INK, as the longer he goes unexposed the more printers he will beat. Get this in for me. I will be responsible for everything in it. Yours,

W. D. PRATT.

INDIANAPOLIS, Ind., April 7, 1898.

Editor of PRINTERS' INK:

It has been our misfortune to "run against" Addison Archer. He came to this city some two months ago and we published in pamphlet form his "Interviews" covering this city and a number of other cities in the State. Most of the publishers paid him for this work in advance. He impressed our manager with his seeming honesty and the usual advance portion of the contract was not exacted. Before the completion of the pamphlet Mr. Archer left these parts and so far we have not been able to locate him. He is unquestionably a dead beat of the first water and we think this expose of his dealings should be made in the PRINTERS' INK, so that other publishers and printers may be put on their guard. Archer is an excellent interviewer and were he straight there is no doubt he could make a fair thing out of his job. But he is crooked and as such should be shown up. We understand that he beat the well known printing firm of Earhart & Richardson, Cincinnati, in the same manner as he did us. PRINTERS' INK has republished some of his matter. They know the man and should, for the protection of the craft, "pass him around." We are prepared to back up our charges against Addison Archer in every respect and hereby warn all publishers and printers to deal with him only by "cash in advance." Yours,

INDIANA NEWSPAPER UNION,

W. D. PRATT, Prop.

IN ITHACA.

ITHACA, N. Y., April 8, 1898.

Editor of PRINTERS' INK:

A. B. Brooks, the druggist, catches the popular fancy of this town with a novel window display for Easter, consisting of the scene at Poughkeepsie during an exciting conflict between college oarsmen. Each eight is represented by eggs dyed in the colors of the colleges competing, seated in pasteboard boats. A train load of observers on the bank is also formed of eggs in various colors. Of course this is interesting to Cornellians, because, as usual, Cornell leads the several crews.

HANCE TOMPKINS.

THE BUSINESS "GENIUS."

The "genius" that builds a business is singleness of purpose, tireless industry, wise economy, and such a presentation as will appeal to the self-interest of the public—if the business is one that depends upon free-will popular support.—Gillam, in Success.

The attempt to impress a whole catalogue into an inch of space is economy of the penny-wise-pound-foolish order.

Flat Rates in the Practical Stage.

In January of this year the Des Moines **Daily News** announced a three months' trial of the Absolute Flat Rate. It issued an experimental rate card, to take effect Feb. 1, 1898, and to hold good at least three months. It agreed to accept contracts for large or small display space, long or short time, at the uniform rate of 3 cents per agate line; position alongside reading matter, 5 per cent additional; top of column, 10 per cent additional; full position, 15 per cent additional; agent's commission, 15 per cent.

The **Daily News**, while not claiming to have solved the problem, takes pleasure in saying that the flat rate is no longer an experiment in the **Daily News** office. The advertising agencies are pleased; the advertisers unanimously approve the policy; orders for space have simply poured into the **Daily News** counting-room and the paper was never so prosperous as now. When the new rate card is adopted, it will embody the flat rate principle, the rate probably being placed at 4 cents per agate line flat.

It must not be supposed, however, that the flat rate is wholly the cause or occasion of the large demand for **Daily News** space. A daily newspaper with a guaranteed circulation of over 20,000 in a prosperous State like Iowa is an unusually attractive proposition at 3 or 4 cents per agate line.

The **Daily News** is at present unable to accord positions to any more advertising; but, being a 4-page paper, with 8-page issues on Fridays and Saturdays only, any position in its columns is good position.

THE NEWS,

Des Moines,
Iowa.

IT ALMOST MAKES ONE RUN.

NEW YORK, April 7, 1898.

Editor of PRINTERS' INK:

I clip from the *Boot and Shoe Recorder* an

And he had a little gun
And he went out to kill some

Bear,
Bear,
Bear!

But when once in the wood,
And the bear before him stood,
That little man was sorry he was

There,
There,
There!

There's a moral in the song—
While not so long it's strong—
When gunning you will have yourself to

Blame,
Blame,
Blame,

If you take a little gun,
Which you'll have to drop and run
And the other fellow'll surely get the

Game,
Game,
Game!

N. B.—If you're after big business carry a
full line of The Brown Shoe Co.'s shoes—
you will never have to drop them and

Run,
Run,
Run!

advertisement that I think will interest you.

J. E. JONES.

DARK HINTS THROWN OUT TO AN INK MAN.

J. Harper Bonnell, the ink man, said to PRINTERS' INK one day that the newspaper men complain about the American Newspaper Directory in this way: "They say that the Directory editor will take a blackguard's statement of his circulation when sworn to and publish it as true, and that on that account an honest publisher don't stand any chance."

When this paragraph was read to Mr. Bonnell he asked to correct it as follows:

"It is reported to me," says Mr. Bonnell, "that the honest publisher can not get his rights in the Directory, inasmuch as so many unscrupulous publishers swear to what is not true and claim more than the honest publisher can claim."

"I suppose you would not care to tell who it was that said that," suggested the Little Schoolmaster to Mr. Bonnell.

"It would not be right, would it?" was the answer.

"It would be entirely right if you think the man who said it is an honest man," responded PRINTERS' INK, "but if you think he is a man in whose statements you place no confidence it would be better not to mention his name. Will you mention his name?"

"Not without first asking his permission," said Mr. Bonnell.

"Do you think him an honest man?" asked PRINTERS' INK.

Mr. Bonnell laughed and was silent.

At this point the editor of the Directory was called in, and said that the sort of remark that Mr. Bonnell quotes is brought up every day or two, but very rarely by an honest man. It is most strongly urged by the biggest prevaricators and the most persistent deceivers in the publishing business.

BEGGARS' PAPERS.

At the present day every trade must have its paper, but it is not every trade that has a daily paper devoted exclusively to its interest. The beggars of Paris can boast that they are thus favored. The Parisian beggars, who, according to a writer in *Household Words*, number about eight thousand, have two daily papers. One of these is entitled the *Bon Guide*. It gives a complete list of the baptisms, weddings and funerals to take place on that day, so that they may be well posted as to the best places to pursue their calling. For begging-letter writers there is a list of the addresses, arrivals and departures of persons of known charitable disposition. The paper is a mine of information to its readers. The *Beggars' Journal* is not so "high-class," but it is perhaps more interesting. It prides itself on the exclusiveness of its information. It is unique in form, being written, and not printed, on the coarse brown-white paper used by grocers to wrap sugar. Its advertisement columns are suggestive. "Wanted, a blind man to play the flute. Apply, the editor." "Wanted for a fashionable watering-place, a one-armed man, good references, security required." This paper contains, like the other, notices of births, deaths and marriages in high circles. It does not boast of a very large staff; for the editor, who is also sole proprietor, writes out the single copy of the paper and takes it round every morning to each of his subscribers, who have the privilege of looking over this unique journal for a few minutes by paying the munificent sum of eight cents a month.

THE ENGLISH LANGUAGE.

Imagine yourself a foreigner striving to master the construction of the English language. Perhaps you may be gazing at a number of vessels on the water, and exclaim, "See what a flock of ships!" You are at once told that a flock of ships is called a *fleet*, and that a fleet of sheep is called a *flock*. It might also be added for your future guidance that a flock of girls is called a *bevy*, while a bevy of wolves is called a *pack*; yet a pack of thieves is called a *gang*, and a gang of angels is called a *host*; but a host of porpoises is called a *school*, and a shoal of buffalos is called a *herd*. Still, a herd of children is called a *troop*, but a troop of partridges is called a *covey*; a covey of beauties is called a *galaxy*, while a galaxy of ruffians is called a *horde*; further, a horde of rubbish is called a *heap*, yet a heap of oxen is called a *drove*; a drove of blackguards is called a *mob*, but a mob of whales is called a *school*; a school of worshippers is called a *congregation*, while a congregation of engineers is called a *corps*; a corps of robbers is called a *band*, though a band of locusts is called a *swarm*, and a swarm of people is called a *crowd*; a crowd of pictures is called a *collection*; but a collection of money is called a *hoard*, and a hoard of people is called a *company*; a company of ministers, however, is called an *assembly*, and an assembly of soldiers is called a *muster*. "Stop, stop!" methinks I hear you cry. "I can not remember half of it."—*Demorest's Magazine*.

TRUE TO HER INSTINCTS.

Auctioneer—I'm offered only \$5 for this magnificent work of art; who'll make it \$6? Make it \$5.50, then; beg pardon, madam, did you say \$5.50?

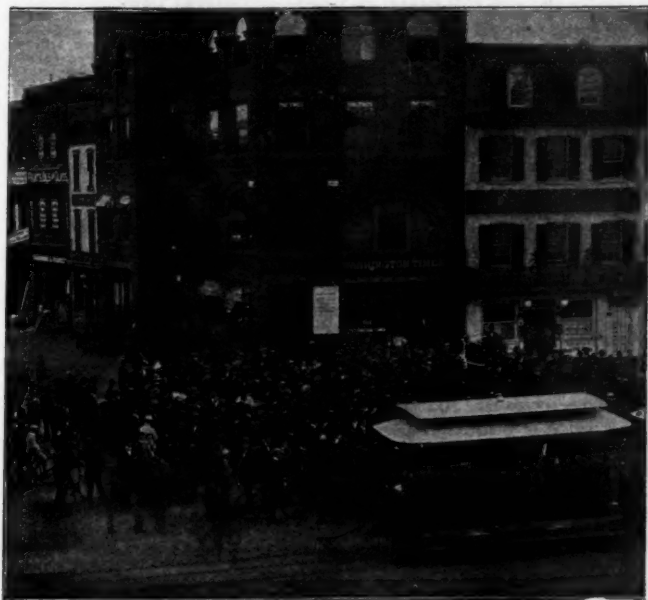
Mrs. Shoppes (coldly)—No, sir, I said \$5.49.—*Truth*.

The Largest Daily Circulation in the South.

The Advertisers' Guarantee Company swears that the

WASHINGTON TIMES has a circulation exceeding..... 38,000

under a bond of \$50,000. Free copies, exchanges and samples are *not* counted! ❊ ❊ ❊ ❊ ❊ ❊



"WAITING FOR THE EXTRA."

The American Newspaper Directory, Lord & Thomas' Directory, N. W. Ayer & Son's Directory, and those directories issued by leading agencies, give the circulation of the WASHINGTON TIMES. The advertiser therefore knows exactly what he is paying for. There is no doubt, no guesswork about it. Advertising in such a paper pays without question. It is the only one-cent paper in the District of Columbia.

WRITE FOR RATES TO

GEORGE F. KINNEAR,

MANAGER FOREIGN ADVERTISING

WASHINGTON, D. C.



A great home magazine—
 Over 300,000 subscribers—a million and a half readers—
 Mostly enterprising, wide-awake, up-to-date women who live well
 and have money to spend—
 Women who are interested in new things, new ideas, new products—
 Who are awake 365 days in the year and are ready to buy any
 new article of merit. The

Woman's Home Companion

Is their favorite because it is the unrivaled woman's magazine of the world—

Containing articles of romance, travel and fashion by the most popular writers of the day—

Art covers and illustrations by famous artists who paint true to life—

Everything that goes to interest, instruct and elevate the whole family—

All for fifty cents a year.

Advertisers who want results are invited to reap a harvest from this splendid creation.

\$1.75 a line—less for quantity.

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
 108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
 1643 Monadnock Bldg.

AMONG PHILADELPHIA ADVERTISERS.

A correspondent of PRINTERS' INK sends the following little collection of news and notes from the Quaker City:

There have been comments made on the absence of Strawbridge & Clothier's advertisements from mail order mediums. This Philadelphia department store had, by persistent advertising, built up a mail order business that was second to none. It cost thousands of dollars for space, catalogues and other printed matter. A year ago it was on a decidedly profitable basis. Suddenly the policy seems to have changed. Not only are the mediums of general circulation cut off entirely, but the list of dailies and weeklies in towns within a radius of a hundred miles or more of this conservative old town, too, is much curtailed. What will be the result? An immense falling off in mail orders is inevitable. After spending a small fortune in educating and graduating a vast number of people in country towns in mail order buying, this college suddenly abandons the field. John Wanamaker grasps the situation—one of his principal Philadelphia competitors no sooner abandons the field than he enters. And so vigorously, so emphatically does he do it, that he will unquestionably swing that great mass of country people reached by religious and other periodicals away from Strawbridge & Clothier into his New York store. The many old-time advertisers whom I have addressed on this subject are unanimous in the opinion that the clever John will reap all the benefit of Strawbridge & Clothier's tuition of the "Out-of-towner." Eventually, perhaps, Strawbridge & Clothier will endeavor to regain their wasted opportunities. What will be the cost? Hundreds, where it was single dollars before. The department store business of this city apparently has narrowed down to three stores, Wanamaker, Gimbel Bros. and Strawbridge & Clothier. Personal observation tells me that Gimbel Brothers are giving the other two a very lively "run for their money." A very prominent merchant of this town remarked to me when these progressive young men assumed charge of the store at Ninth and Market streets: "They won't last long, so I'll give them a cordial word of welcome in our advertisement." He did. They've outlasted him and they are worrying his successors considerably. Gimbel Brothers do good advertising in the Philadelphia papers, not as good as Wanamaker's, of course, but it's a good second. Mr. Ferris, who resigned his position as advertising manager for Gimbel Brothers, to accept a like position in Wanamaker's New York store, has returned to Philadelphia after three months' absence. He has launched into the sea of advertising writing on his own hook. The samples of work he is sending out I'm afraid won't impress prospective advertisers very favorably. He tells firms with goods to sell:

"I write advertising of things which are the best of their kind—those only. If you have an article which you know is really better than any other on the market, even five per cent better, bring it to me and show me how and why it is better, and together we will make it sell like hot cakes. But don't bring me middling or poor things, or businesses that are drying up, because you think I can 'boom' them. I can't. If you've heard that I write 'bright, catchy ads' that will 'make anything go' it's a mistake. When it comes to booming poor stuff, I'm the worst failure you ever met. The reason why things that I advertise 'go'

is that I won't advertise a thing unless I feel sure it will go."

Rather a confession of weakness, isn't it? It is reported that Mr. H. I. Ireland, one of Philadelphia's advertising experts, will sail for Europe on May 1st, to be absent for six months.

Mr. Rozenstein, advertising manager for Snellenberg's, has a wide scope for his talents since that firm has added women's ready-to-wear garments to its stock. He is "sizing up" to his work in great shape. From a typographical view point his daily newspaper advertising is clean, pretty and effective.

THE buying and using of space in the newspaper for advertising purposes is no longer an experiment or a pastime—it is business.—*Omaha Bee.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WANTED—Samples of first-class "mail order" papers. Send to Box 204, Savannah, Ga.

COMPETENT and reliable job printer desires situation. References. R. E., care Press, Bryan, O.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ABO ENGRAVING CO., Youngstown, Ohio.

INOTYPE operator desires position; can set 1,500 per hour and take care of machine. Address "M. E.," Printers' Ink.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes it Do.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

\$22,000 EARNED by one agent with free outfit in 5 years. Several earn \$1,000 yearly. P. O. 1571, New York.

WANTED—To buy, for cash, the city circulation of a first-class daily newspaper. Address "FIRST-CLASS," care Printers' Ink.

WANTED—The address of some concern which produces "Pictorial Ready Prints." Send samples and prices to Box 204, Savannah, Ga.

I DESIRE to buy a Republican daily or weekly in a town of 5,000 to 15,000 population. Address JOHN STURGIS, 253 Dinwiddie St., Pittsburgh, Pa.

A COMPETENT man and college graduate, who has had experience on the daily and trade press, desires an editorial position. Address "A," care Printers' Ink.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

RHINESTONES WANTED—The advertiser has uses for Rhinestones. Will buy, in quantities, from those who will sell best quality at lowest price. Address, with particulars, price, etc., "RHINESTONES," Box 706, New York City.

POSITION wanted with good firm as writer and manager of advertising; 15 years' experience as a printer, editor and writer and manager of advertising has, I believe, qualified me for the position I seek. References. SHERRY J. McDONALD, 96 Fletcher Ave., Indianapolis, Ind.

DRAWINGS FROM PARIS—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement after submitting specimens. Address "A. M. T.," care of Printers' Ink.

TO Publishers—Rowell says he obtains space in the *Chicago Record* at 1-17th c. and in the *Salem News* at 1-16th c. p. l. p. m. circulation. I will go to 7 better and place business to run continuously 6 or 7 t. a. w., as the case may be, either display or classified under personal or medical in any dailies upon a basis of 1-16th c. p. l. p. m. in accordance with rate quotations in the *American Newspaper Directory*. STANLEY DAY, New Market, N. J.

W **WE WANT HIGH-RADE ADVERTISEMENTS: CAN WE GET YOURS?**
50,000 GUARANTEED CIRCULATION.
Rates, 25 cents per square line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 7 lines	24.50 " half col.
3.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	147.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2 1/2 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

BILLPOSTING AND DISTRIBUTING.

J. E. STROYER, advertising distributor, 114 Weld St., Rochester, N. Y.

NEWSPAPER METALS.

HONEST electro, stereo, and linotype metals. E. W. BLATCHFORD & CO., Chicago.

BARGAINS.

CUTS of any subject by every process. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

DIRECTORIES.

NORWALK, Ohio, City Directory, 4,000 names. Latest edition, \$1.50. Prepaid. MARTIN & PARKER, Pubs.

JOB PRINTING SPECIALTIES.

MAKE your ads attractive with the right kind of cuts. Will help you. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

ADVERTISING SPECIALTIES.

YOU need 'em in your business! Gummed price marks, with ad on, advertising stickers, labels, price cards, remnant, hat and pants tickets, electrotype cuts, etc.; 25 page catalogue free. R. E. BARTLETT & CO., Kalamazoo, Mich.

MAILING MACHINES.

THE Matchless Mailer: nothing like it. By REV. ALEXANDER DICK, Meridian, N. Y.

HORTON MAILER—\$20 net—has superseded Dick and Longley Mailers on leading publications. Handy, quick, simple, durable, strong and light. All branches **AMERICAN TYPE FOUNDRY'S COMPANY**.

PRINTERS.

AD-SETTING and ad-writing. **KNICKERBOCKER PERIODICAL PRESS**, 90 Fulton St., N. Y.

CUTS of every kind for every purpose. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 149 W. 23d St., N. Y. City.

INFORMATION.

WHAT can we do for you in Washington? Save a trip to the National Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, Com'l Intelligence Dept., Wash., D. C.; 10th year. (4)

ELECTROTYPES.

MERCHANT'S LINOTYPE METAL.
Stereotype, electrotype, reliable, uniform, pure. Many of the largest papers use it. We need no trial order. Inquiry solicited. **MERCHANT & CO., Inc.**, Manufacturers, Philadelphia, Pa.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn.; 1 yr. \$1. Including 40-word ad. Disp. 15c. ag. line.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

40 WORDS, 5 times 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 5,000.

ADVERTISERS' GUIDE, New Market, N. J. 8c. line. Circ'n 4,000. Close 25th. Sample free.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

REPUBLICAN JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

8 PAPERS, 400,000 homes, don't duplicate circulation, low advertising rates. Write to THE RELIGIOUS PRESS ASSOCIATION, Phila., Pa.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,388. A good country paper at a great trade center.

PEACH OREGON, Washington and Idaho progressive farmers via the **WEBBROOT PLANTER**, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. **WEBBROOT PLANTER CO.**, Portland, Ore.

THE TIMES-UNION is one of the papers in which an advertiser gets his money's worth. Its circulation is larger than all the other dailies in Albany combined; its readers are the very best people in Albany and vicinity. **JOHN H. FARRELL**, editor and proprietor, Albany, N. Y.

ABOUT seven-eighths of the advertising done falls to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address **THE GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$1.50. This is the best advertising you can get as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. **LIPPMAN BROS.**, Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits. The **New York Musical Echo** is the best advertising medium for the money. It has a guaranteed monthly circulation of 18,000 copies. Address **Southern Branch New York Musical Echo Co.**, 162, 164 and 166 Congress St., Savannah, Ga.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SUPPLIES.

VAN BIRBER'S
Printers' Rollers.

If you use cuts, let us show you samples and prices. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING CO., L'td, 10 Spruce St., New York. Special prices to cash buyers.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

FOLDING BOXES of neat appearance and light weight for mailing cuts, premiums, etc. We make a specialty of these for advertisers, advertising agents, ad-smiths, publishers, etc., and have many of PRINTERS' INK's patrons on our books. We get up various sizes and kinds, some of them patented. We think it will be of mutual advantage for you to write us if you are mailing anything. J. & P. B. MYERS, 85-87 John St., N. Y.

FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

HALF of established daily for \$1,000. "O. D.," 210 2d St., Clinton, Ia.

COMPLETE lists of any business. P. C. KULLMAN & CO., 319 E. 94th St., N. Y.

ONLY Dem. paper in Cortland County, N. Y. Large circulation and job patronage. Outfit up to date. Reason: death of proprietor. VIRGINIA C. JONES, Admr., Cortland, N. Y.

FOR SALE—Web Perfecting Press—4 or 8 pages, 4, 7 or 8 columns—with complete stereotyping apparatus. Machinery is in first-class condition and will be sold at a bargain, as owner has no use for it. EVENING POST, Worcester, Mass.

ADVERTISING NOVELTIES.

WE want to hear from people who want cuts. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

CAMERAS are the most attractive premium and advertising novelty to be had. We have them, and the price so low you can afford to burn them. YALE CAMERA CO., Chicago.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CONFEDERATE bills, \$10, \$50, \$100; plain backs. Best advertising novelty printers can use. Sells to everybody. 1,000 assorted by mail, \$1.50. 5,000 express, only \$4.50, cash with order. C. L. BAILEY & CO., Chicago, Ill.

ADVERTISEMENTS CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

"ASK LEWIS ABOUT IT"

JONES, 101 World Bldg., N. Y.

LEWIS makes medical ads pay.

LEWIS' address is PENN MUTUAL BLD., Phila.

CLARENCE F. CHATFIELD, 170 Front St., Owego, Tioga Co., N. Y.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 634 Temple Court, New York. Write.

SWART, 12 Bevier St., Albany, N. Y., past 12 years wrote drug-store ads. Write him.

Do you want to see a patented advertising specialty which has sold goods? Write THE WHITMAN CO., 37 Nassau St., N. Y.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

SEND 41 for two trial ads. If you don't like them I'll send your money back. If you do, you'll want more. I'll make money on second order. C. A. WOOLFOLK, 445 W. Main, Louisville, Ky.

SHARP shots for shrewd shoemen—I will send five of the best tan shoe ads you ever saw for one dollar. Money back if they don't "fit" you. EMERSON DEPUY, ad-writer, Des Moines, Ia.

HAVE you tried little booklets or circulars to advertise your business? I write, design and print them in a convincing and attractive manner. Let me give you a price on your next order. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

IT COSTS ONLY \$2.00.

I want to do lots of business during the month of April, therefore this special offer: I will write you a letter of advice about your advertising for only \$2.00.

Tell me all the facts you can think of about your advertising. Send me samples of your own work in this line and that of your competitor. Advise me any reasonable number of questions.

In return I will give you my best efforts. I have had a great deal of experience in advertising. I have helped many people. \$2.00 is as cheap as I ever sold a letter of advice, and I usually charge from \$5.00 to \$10.00. Send money with order. You may have it back if you think the advice is not worth the cost.

CLARENCE F. CHATFIELD,
Owego, N. Y. Not Owego.
Writing, Illustrating, Plans and
Advice for Advertisers.

THE Type-Styles of Wansmaker, Siegel-Cooper, McDonald, Vantine, Macy, Hearn, Stern, OWN A TYPE-STYLE Gimbel, Strawbridge & OWN A TYPE-STYLE Clothier, etc., were all bought from AMERICAN OWN A TYPE-STYLE TYPE FOUNDEES' COM-PANY. We have hun-

OWNS A TYPE-STYLE dreds of styles for your purpose. Our new Spec-

OWNS A TYPE-STYLE Old Style would make a first-class leading fea-

OWNS A TYPE-STYLE ture of a type-style. So

OWNS A TYPE-STYLE would Bradlee or Jensen

OWNS A TYPE-STYLE Italic. Distinctiveness

OWNS A TYPE-STYLE may be got by using an

OWNS A TYPE-STYLE inexpensive, striking

OWNS A TYPE-STYLE border, such as our Klor-

dike, Art, Flame, Laurel, Collins and Bart-

Type-Style is the coming thing, and a paying

study. Send for specimen to nearest branch.

Boston: 270 Congress St.; New York: Roes & Duane St.; Philadelphia: 66-614 Sanson St.; Bal-

timore: Frederick & Water St.; Buffalo: 45 N. Division St.; Pittsburgh: 323 Third Ave.; Cleve-

land: St. Clair & Ontario Sts.; Cincinnati: 7-13 Longworth St.; Chicago: 235 East Monroe St.; St. Louis: Fourth & Elm Sts.; Minneapolis: 24-34 First St., south; Kansas City: 433 Delaware St.; Denver: 1616 Blake St.; Portland, Ore.: Second & Stark Sts.; San Francisco: 466 Sansome St.; To-

ronto: Toronto Type Foundry Company, Limited, 44 Bay St.; Atlanta: Dodson Printers' Supply Company, 56 South Forsyth St.; Dallas: The Scarff & O'Connor Company, 224 Commerce St.

SEPTEMBER to FEBRUARY.

In September last PRINTERS' INK inaugurated a campaign calculated to arouse an interest in advertising on the part of newspaper men and incidentally to induce the right sort of publishers to advertise their papers in PRINTERS' INK. In prosecuting this work a good many postal cards were sent out. Whoever has tried to write a new argument every day, intended to convince some one that he ought to advertise in a particular paper, and has tried to keep this up for months, has, perhaps, found it a rather serious task. That's what PRINTERS' INK found. There has been some inquiry as to the result of this educational campaign of postal cards. The following is a list of contracts made in the six months from September to February inclusive since the first card was sent out:

SEPTEMBER.

Daylestown, Pa., Intelligencer, one-fourth page once a month for ten months	\$ 280 00
Portland, Me., Transcript, one-fourth page every other week one year.....	650 00
Montreal, P. Q., La Presse, the double center pages two times and a full page advertisement one time a month for ten months.	1,000 00
Chicago, Ill., Eight Hour Herald, forty-three lines display sixteen times (four times in October, '97, and in last issue of each month thereafter).	344 00
Salem, Ore., Statesman, one-quarter page one time a month for one year.....	300 00
Philadelphia, Pa., Household Journal, one-quarter page, eleven times, two times a month and one-eighth page one time.	257 50
New York, N. Y., Forest and Stream, one-half page six times one time a month	800 00
Milwaukee, Wis., Wisconsin, one full page one time a month for one year, first issue of each month, in the front part of the paper, first issue of each month, with never more than five advertisements between it and the first cover.	1,500 00
Seattle, Wash., Times, one page one time.....	100 00
Lafayette, Ind., Call, ten lines display one year.....	280 00
Indianapolis, Ind., News, one full page one time a month for one year, fourth issue of each month, always in the first part of the paper, with never more than five advertisements between it and the first cover, and always facing full page of reading matter	1,500 00
Philadelphia, Pa., Religious Press Association, one full page, two times, one-half page twenty-six times (every other week), one hundred and fourteen lines classified one year, every issue.	1,528 50
Waco, Tex., Brann's Iconoclast, one full page eight times, one time a month	800 00

Total..... \$3,420 00

OCTOBER.

Topeka, Kan., Mail, double center pages one time	\$ 30 00
New York, N. Y., Current Literature, one-half page six times, once every other month.	300 00
Passaic, N. J., News, one-fourth page three times and four lines under "Arranged by States," twelve times.	99 00
Des Moines, Ia., News, a full page advertisement once every month for three months, position to be in the first part of the paper, preceding the editorial page and always facing a full page of reading matter.	575 00
Moses & Helm, New York, one-fourth page one year every other week, position to be only advertisement on a page of reading matter.	812 50
Joliet, Ill., News, one-fourth page fifteen times, every other week.....	275 00
New York, N. Y., Jewish News, one page one time and one-fourth page two times a month for four months, then one-fourth page one time a month for eight months.	500 00

West Superior, Wis., Telegram, one page six times, once every other month	600 00
Albany, N. Y., Argus, one-fourth page one year every issue	1,800 00
Dallas, Tex., Texas Stock Farm and Home Journal, one-fourth page, eighteen times, every other week	450 00
Anacosta, Mont., Standard, one-half page second and fourth issue of each month for four months and in the second issue of each month for eight months	800 00
Kansas City, Mo., Times, one full page every other week for one year	2,400 00
Baltimore, Md., Herald, one full page advertisement one year, one time a month, second issue of each month, position always facing a full page of reading matter and with no more than four advertisements between it and the first cover	1,800 00
Tepeka, Kans., Capital, the double center pages one time, and one full page one time a month for nine months	1,300 00
Total	\$11,211 50

NOVEMBER.

Oshkosh, Wis., Northwestern, one-fourth page one time a month for one year	\$ 300 00
Boston, Mass., Nickell Magazine, one-fourth page 22 times, every other week	550 00
Littletton, N. H., Republic-Journal, four lines classified, one year, every issue	52 00
Chicago, Ill., Four O'Clock, one full page three times	300 00
Montgomery, Ala., Advertiser, one-half page one year, one time a month	600 00
Des Moines, Ia., Homestead, double center pages one time, one-half page twelve times, one-fourth page thirty-nine times	1,575 00
St. Louis, Mo., Colman's Rural World, one-half page one time a month for one year	600 00
New York, N. Y., Musical Courier, one full page one time a month for ten months	1,000 00
George Munro's Sons, New York, one full page one year every issue	5,200 00
Nashville, Tenn., Youth's Advocate, one-fourth page one time a month for one year	300 00
Sacramento, Cal., Record Union, one full page one time a month for one year	1,200 00
New York, N. Y., Mail and Express, one full page one year every issue, position to be in front of the paper, preceding editorial page and always facing a full page of reading matter	6,500 00
Minneapolis, Minn., Times, one full page one time a month for one year, third issue of each month, position to be in front part of the paper, preceding the editorial page and always facing a full page of reading matter, with no more than four advertisements between it and the first cover	1,500 00
Total	\$19,977 00

DECEMBER.

Vancouver, B. C., World, one-fourth page one year, every other week	\$ 620 00
Bridgeport, Conn., Union, one-fourth page six times, once every other month	150 00
Athens, Ga., Woman's Work, thirty-one lines classified one year, every issue	408 00
Boston, Mass., Police News, one full page one year one time a month	1,200 00
Boston, Mass., Farm Poultry, one-fourth page one year two times a month	600 00
Newark, N. J., News, one full-page advertisement one time a month for one year, position to be in first part of the paper preceding editorial page and always facing a full page of reading matter	1,500 00
Des Moines, Ia., News, one full page advertisement one time a month for nine months, position to be in first part of the paper, preceding editorial page and always facing a full page of reading matter	1,175 00
New York, N. Y., New Ideas for Woman's Wear, a full page advertisement one time a month for one year	1,300 00
Syracuse N. Y., Post, a full page advertisement two times and a one-half page advertisement one time a month for eleven months	750 00
Milwaukee, Wis., American School Board Journal, one-fourth page advertisement one time a month for ten months	250 00
Augusta, Me., Comfort, the double center pages one time and a full-page advertisement one year every issue, position to be on first inside cover page, backing the advertisement of the Philadelphia, Pa., Record	6,900 00
Salt Lake City, Utah, Tribune, one full page one time	100 00
Wichita, Kan., Eagle, one full page, eighteen times, second and fourth issues of each month first six months and fourth issue of the remaining six months	1,800 00
Philadelphia Pa., Record, first page of first cover one year every issue	10,400 00
Brooklyn, N. Y., Eagle, page in front of editorial page and always facing a full page of reading matter, first and third issue for ten months and first issue for two months	2,750 00
Salt Lake City, Utah, Tribune, one full page eighteen times, second and fourth issues of each month for first six months, then second issue of each month for remaining six months	1,800 00
Banger, Me., Commercial, one-half page one time a month for one year	600 00
Washington, D. C., Times, a full page advertisement, two times a month for one year, position to be always facing a full page of reading matter	8,000 00
Brockton, Mass., Enterprise, two lines classified, one year	26 00
New York, N. Y., Times, a full page one year, every issue, position to be in first part of paper preceding editorial page and always facing a full page of reading matter	6,500 00
San Francisco, Cal., Call, a full page one year, every issue, position to be in first part of paper, preceding editorial page and always facing a full page of reading matter	6,500 00
New York, N. Y., Journal, the last outside cover page, one year, every issue	10,400 00
Total	\$58,584 00

JANUARY.

New York, N. Y., Commercial Advertiser, position to back the advertisement of the New York Times, front part of paper	\$ 3,000 00
Pawtucket, R. I., Tribune, one-fourth page one time a month for eight months	200 00

Rochester, N. H., Courier, four lines classified one year.....	82 00
San Francisco, Cal., Bulletin, full page thirty-six times, in position first part of paper preceding editorial page and always facing a page of reading matter.	4,500 00
Chicago, Ill., Sports Afield, one-fourth page one time a month for one year.	300 00
Harrisburg, Pa., Patriot, one-fourth page one time a month for one year....	300 00
Van Bibber, Reller Co., two lines one year.....	26 00
Augusta, Me., Comfort, the double center pages one time and the full page advertisement on inside of first cover page one year.	6,800 00
Tacoma, Wash., Ledger, the double center pages one time and one full page one time a month for nine months.	1,200 00
Troy, N. Y., Record, one-fourth page seventeen times.....	425 00
Athens, Ga., Southern Farmer, four lines one year.....	104 00
Hartford, Conn., Times, one-fourth page one year, two times a month.....	600 00
West Superior, Wis., Leader, one-fourth page one time a month for one year.	300 00
Des Moines, Ia., Capital, one-fourth page eighteen times, every third week....	450 00
Des Moines, Ia., Leader, one page one time a month for one year, position in front part of paper and always preceding editorial page.	1,500 00

Total.....\$19,707 00

FEBRUARY.

Birmingham, Ala., Christian Advocate, one-fourth page every other month, six times.	\$ 150 00
Jersey City, N. J., Journal, one-fourth page thirty-six times.....	900 00
Birmingham, Ala., State Herald, one page one time a month, twelve times..	1,200 00
Portland, Ore., Webfoot Planter, four lines classified one year.....	52 00
Minneapolis, Minn., Journal, one page second and fourth issues each month, one year, position preceding editorial page and facing reading matter and double center pages, three times.	3,900 00
Phoenix, Ariz., Republican, twenty-three lines display one year.....	586 00
Denver, Col., Cycling West, one-fourth page, three times a month, thirty-five times.	875 00
Hartford, Conn., Post, one-half page one time and one-fourth page one time a month, eleven times.	325 00
Chicago, Ill., Boyce's Weeklies, four pages one time, one page forty-seven times, position inside back cover.	6,300 00
Toledo, O., News, one-fourth page every other week, one year.....	660 00
Phoenixville, Pa., Republican, one-fourth page one time a month, one year....	300 00
Springfield, O., Farm and Fireside and Woman's Home Companion, one page, one year.	5,200 00
Toledo, O., Commercial, one page, six times.....	600 00
Detroit, Mich., Sun, thirty-three lines display, one year.....	828 00
Los Angeles, Cal., Times, one page one time a month, one year.....	1,900 00

Total.....\$23,408 00

RECAPITULATION.

SEPTEMBER ORDERS.....\$	9,420 00
OCTOBER ".....	11,211 50
NOVEMBER ".....	19,977 00
DECEMBER ".....	58,554 00
JANUARY ".....	19,757 00
FEBRUARY ".....	23,408 00
	<hr/>
	\$142,327 50

On account of the growing bulkiness that friends of The Little Schoolmaster have observed and deprecated, and on account of the quiet time in the business world brought on by talk of war, and on account of a fear that "keeping everlastingly at it" might fail to bring a second six months up to the record achieved by the initial effort, PRINTERS' INK has decided to yield to the lassitude that comes with spring and cease active efforts to secure patronage, for a little time at least, although still seeking in a mild and unobtrusive way such orders as may be had without the asking, and devoting a spare hour now and then to the preparation of material and arguments for another, and perhaps more earnest, and it is hoped even more successful effort, to be inaugurated after Cuba is free, the summer gone, and signs of fall trade awaken the cupidity of the newspaper men, who believe

The way to win the advertisers' chink
Is to insert a paper's ads in PRINTERS' INK.

Truly Won

When the American Newspaper Directory, in its December issue, having a circulation in excess of one thousand, it was seen

The Atlanta

surpassed every paper in the States of West Virginia, Virginia, Florida, Alabama, Mississippi, Louisiana, Texas,

The circulation was rated at **21,386.**

It was gratifying to the publishers of the Journal to find that **standard authority** had rated it above all others in the South.

The aim of the publishers of the Journal is to grow all the time to meet the expectations.

The circulation of the Daily Journal

Southern Daily Appropr

The reasons are:

First. Its owns a leased wire and has the full Association news service in the world.

Second. It is a clean, honest and fearless newspaper.

Third. It is essentially a home paper, going into fifty cities many more in other cities and towns of Georgia and adjoining States.

The **home merchants patronize it more than any other** to reach the family circle.

Notwithstanding the remarkable growth in circulation, the paper is **advanced.**

The WEEKLY JOURNAL's circulation is **21,500.**

Address TH

or THE S. C. BECKWITH SPECIAL A

Wonderful!

in its December, 1897, issue, published a list of newspapers
was seen that

nta Journal

ginia, Virginia, North Carolina, South Carolina, Georgia,
na, Texas, Arkansas, Tennessee and Kentucky.

urnal to know that its merits had been recognized, that a
in the States named.

grow all the time, and they have succeeded beyond their

rnal has reached **30,746** and no other
ily approximates it.

fully Associated Press dispatches, the finest telegraphic
wspaper.

into **fifteen thousand homes in Atlanta** and into as
d adjoining States.

than any other paper, recognizing it the best medium

ulation, the rate card for advertisements **has not been**

dress **THE JOURNAL, Atlanta, Ga.**

SPECIAL AGENCY, Tribune Building, New York, The Rookery, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 15 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, APRIL 20, 1898.

WHEN an advertiser is convinced that he has secured the paper of largest circulation among the people he wants to reach, it will pay him better to make his announcements in that paper in ample form than to contract his space in order to have money to spend on other journals. In other words, it will pay better to advertise large and systematically in the best paper than to spread the advertising out thin in an attempt to patronize every paper.

THE *New York Journal*, in its issue of Tuesday, April 12th, publishes the significant announcement: "The *Journal's* circulation was 1,110,441 copies yesterday (no tri-weekly counted in)." The last four words are supposed to have reference to the *New York World*, which claims to have issued 1,043,829 copies on the 11th, which is nearly a hundred thousand less than the *Journal's* issue, and it is presumed to include the *World's* tri-weekly, of which the *Journal* disclaims having any.

THE J. C. Ayer Co., of Lowell, Mass., have twenty traveling men on the road the year round, visiting newspaper offices every day, but subscribe at the same time to the American Newspaper Directory Confidential Information Bureau, and say that during a year the bureau saves its price (\$25) many times over by furnishing reports which supplement the information gained by their traveling representatives.

INTELLIGENT advertising is as much a matter of common sense as anything else in life.

A SHREWD retail dealer can give the manufacturer good advice occasionally. At least he knows how the latter's goods are selling, or why they are not selling.—*Advertising Experience.*

THE average daily circulation of the *New York Evening Journal* for the week ending April 9th was 557,778 copies. The circulation day by day was as follows:

Monday.....	548,220
Tuesday.....	514,080
Wednesday.....	575,760
Thursday.....	568,540
Friday.....	574,750
Saturday.....	565,319

This is the largest daily circulation—morning or evening—in America. The *Evening Journal* is only one year old.

SOME one once charged the great William Pitt with the crime of being a young man, and in these later days Mr. Peter Dougan, manager of the advertising department of *PRINTERS' INK*, is accused of the same serious delinquency. William outlived the obloquy, and as Peter is strong and vigorous, his prospects are encouraging. There is confidence and vigor in the very curl of his mustache. To the Little Schoolmaster there is ever something charming about the hopeful effervescence of youth. Probably the slur upon Peter's enthusiasm that found a place in a recent issue of the *National Advertiser*, the special agents' organ, was inspired by that Nestor of the specials, old Mr. Crall, who, while rustivating in a hope of preserving what of life is left, forgets that his own best work was done half a century ago.

Let us not despise the young. When we are gone they will take our place. The Little Schoolmaster likes to incite his pupils to be not only kindly blind to the failings of age, but to remember also that those who are young, even to a disreputable degree, may live to have silver hairs. No one who is influenced by *PRINTERS' INK* will ever fail in kindness toward those who are only young because they were born so and could not help it.

BEWARE of the paper that claims to guarantee results or no pay. No one can guarantee the results of an advertisement, for once printed it never dies, and may bring returns years hence.—*N. Y. Electrical Review.*

OUR CRANKY RULE.

EAST LIVERPOOL, O., March 31, 1898.

Editor of PRINTERS' INK:

Would you like to entertain a proposition to give our paper and business a write-up in PRINTERS' INK in exchange for advertising space in the *Crisis*? Yours truly,

"THE CRISIS."

Per H. F. H.

The Little Schoolmaster is not able to entertain the proposition submitted above. He can not insert any paid reading matter, whether paid for in space, in cash or in reciprocal courtesies. If the *Crisis* ever gets a sketch inserted in PRINTERS' INK's reading columns, it will be because the sketch is of intrinsic interest to the Little Schoolmaster's readers, and not because a tempting consideration was offered. If the *Crisis* has a really interesting story to tell, it should be sent on by all means. If it is good enough it will appear. If not good enough to go in free, it can not appear at all as reading matter.

WELCOMED IN NEW YORK.

Office of
CENTRAL LOAN COMPANY,
Rooms 7 and 8 Talbott Block,
J. B. Phillips, Manager.
INDIANAPOLIS, Ind., April 3, 1898.

Editor of PRINTERS' INK:

We noticed in the PRINTERS' INK several weeks ago an article concerning advertising for pawnbrokers. The writer advised display advertising in the daily newspapers. We acted on his advice and took an "ad" to the Indianapolis *News*, but Mr. Peterson, the manager, refused to place it anywhere in his

NOTICE.

WE will loan the highest possible amount on watches, diamonds, jewelry, bicycles and valuables of all kinds; private office; lowest rates; business confidential. CENTRAL LOAN COMPANY, Room 7, Talbott Block, 108 North Penn St.

paper, except in the classified columns, but could give no reasonable cause for so doing. Is it an objectionable class of advertising that most newspapers refuse, or do you think they have taken a prejudiced view of the business, and by being enlightened on the subject they might be induced to accept it?

Yours truly, CENTRAL LOAN COMPANY,
J. B. Phillips, Mgr.

To satisfy his own curiosity, the Little Schoolmaster took the advertisement refused in Indianapolis to all the New York City daily newspapers and asked them whether they would insert such an announcement as a displayed ad. All expressed their willingness to receive such business, and their failure to see what could be objectionable in it, provided the advertiser were reliable. Several instanced the case of Simpson, the New York pawnbroker,

who uses displayed announcements and finds no difficulty in getting them inserted in any daily in the metropolis. However Indianapolis newspaper men may regard pawnbrokers, their business is certainly welcomed in the newspaper offices of New York.

"PRINTERS' INK'S" BABIES.

Office of
MERTZ & MERTZ,
Tailors, Importers and Drapers.
BALTIMORE, April 7, 1898.

Editor of PRINTERS' INK:

Kindly send us a list of all the advertising journals. We are subscribers to your very valuable weekly. Very truly yours,

MERTZ & MERTZ.

The advertising journals are: PRINTERS' INK, New York; *Fame*, New York; *Art in Advertising*, New York; *Brains*, New York; *Profitable Advertising*, Boston, Mass.; Charles Austin Bates' *Criticisms*, New York; *Advertising for Druggists*, North Adams, Mass.; *Mail Order Journal*, New York; *Advertising World*, Columbus, O.; *Advertisers' Guide*, New Market, N. J.; *National Advertiser*, New York; *Advertising Experience*, Chicago, Ill., and *The Ad Book*, San Francisco, Cal.

The following publications also give attention to the subject, although from the publishers' instead of the advertisers' standpoint: *Fourth Estate*, New York; *Newspaperdom*, New York; *Newspaper Maker*, New York; *Journalist*, New York; *Ohio Newspaper Maker*, Mansfield, O.; *National Printer Journalist*, Chicago, Ill.; *Office and Sanctum*, Logansport, Ind.; *Advertiser and Publisher*, New York; *Commercial Bulletin*, New York; *Iowa Editor*, Perry, Ia.; *Michigan Press Association Bulletin*, Eaton Rapids, Mich.; *Nebraska Editor*, Beaver City, Neb.; *Kansas Newspaper World*, Hiawatha, Kans.; *New England Editor*, North Adams, Mass.; *Country Editor*, Columbia, Mo.; *Texas Press Bulletin*, Temple, Tex.; *Pointers and Newspaper West*, Kansas City, Mo.; *Press and Printer*, Boston, Mass., and *Utah Editor and Bulletin*, Eureka, Utah.

THERE is no other commodity bought and sold of which buyer and seller are so absolutely ignorant of its value as newspaper advertising. Space of the same quality is daily sold at prices varying as widely as the difference between a cent and a dollar, and neither buyer or seller knows whether he is paying too much or accepting too little.

A KNOTTY QUESTION.

PRINTERS' INK recently communicated with all the newspapers named in the membership of the American Newspaper Publishers' Association, inclosing for the consideration of each a list of the entire membership, after having carried out against the name of each paper its price per thousand issues for inserting a full page advertisement.

The prices varied from \$2.18 in the Cincinnati Post, \$3.07 in Chicago News, \$5.04 in Philadelphia Bulletin, \$5.16 in Albany Journal, \$6.02 in Newark, N. J., News, \$7.19 in Philadelphia Press, \$8 in Albany Press and Knickerbocker, \$9 in St. Paul Pioneer-Press, \$10.09 in Washington, D. C., Star, \$15 in Chicago Post, \$20.06 in Burlington, Vt., Free Press, \$25.85 in Buffalo, N. Y., Courier, \$51.10 in San Antonio, Tex., Express to \$75 in Waterbury, Conn., American. Other papers stood at all points between \$2.18 and \$75 for the same service.

Every publisher was asked his reason, if he had any, for believing that to a general advertiser a thousand copies of his paper are worth more than a thousand copies of one or more of those that charged less, and each publisher was particularly requested not to answer until he had taken occasion to examine recent copies of the papers which charged less for the service, and then if convinced that his rates are too high or those of the other papers too low, he was asked to say so, and tell how much and why.

The same communication was also addressed to the New York special agents of those and other papers, and likewise to the publishers of papers that act as guardians over the interests of newspaper men: such as *Ad Sense*, *Fame*, *Profitable Advertising*, *Brains*, *Art in Advertising*, *Hustler*, *Advertisers' Guide*, *National Advertiser*, *Advertising Experience*, *New England Editor* and several others.

The subject did not arouse very much enthusiasm and the replies that came in were not as numerous as might be hoped. The following are practically all the views expressed up to the time of going to press:

THE TWENTY-SECOND PLACE.

Office of

"THE NEW HAVEN REGISTER."

Established 1812.

Daily, Weekly and Sunday.

NEW HAVEN, Conn., April 11, 1898.

You recently published a list of the 128 papers forming the membership of the Ameri-

can Newspaper Publishers' Association, giving the publisher's charge for each thousand of circulation for the insertion of a full-page advertisement. In this list you have placed the *Register* as the 117th paper in point of cheapness of cost.

It has long been the rule of the *Register* to give 50 per cent discount on page and half-page advertisements when run in connection with a yearly contract. This makes the cost \$7.35 per thousand (on the basis of our rating in the American Newspaper Directory), and would place the New Haven *Register* number 55 instead of number 117 in the list of 128 papers. The rates of an overwhelming majority of the other papers are based upon an actual average in figures. The letter F implies a circulation of 7,500. Now the actual average circulation of the New Haven *Register* for the six months ending February 28 (as per sworn statement of the business manager) is 10,779 copies. If the price of the full-page service be reckoned upon the basis of the actual average circulation, the cost would be only \$4.91 for each thousand of circulation, giving the *Register* the 22d place in the list. A very creditable position, we think, especially when it is considered that nearly all papers above this place in the list are papers printing editions from three times to twenty times as large.

I think you must admit what I have long strenuously averred, and do still stoutly maintain, that—considering its circulation, its prestige and position in the city of its publication, the recognized leading newspaper of New Haven—very few papers offer to advertisers so profitable a proposition as the New Haven *Register*. JULIUS MATHIAS, Mgr. Foreign Adv.

WANTS SOMEBODY TO KILL HIM. This is based on your idiotic "J. K. L." rating. The circulation of the Meriden *Journal* is 6,200 daily, and you know it or ought to. Where is the fool killer?

THE JOURNAL PUBLISHING CO.,
F. E. SANDS, Treas.

ARE SELLERS NOT BUYERS, AND CAN SELL ALL THE SPACE PRODUCED.

Advertising space like anything else is good, bad and indifferent. A circular might be produced for 6 to 8 cents a thousand and in quantity, but in nine times out of ten 80 to 90 cents is paid. We are sellers of advertising space, not buyers. We have no trouble to sell what we produce at our price, which is proportioned on the cost of production.

J. D. LORENZ,
Eastern Agent Galveston (Tex.) News, Dallas (Tex.) News.
New York, April 8, 1898.

ONE-TENTH OF A CENT.

There are dailies of a high class, with small circulation, of special value even with exorbitant rates, that reach the upper ten which enables them to command high prices but to a general advertiser would be dear even at the rate quoted as relates to the Chicago *Record* and Salem News.

The general advertiser, whose goods are used by and sold principally to the masses, can only afford to use such publications as reach that class, but in my judgment if a proper selection of mediums is made a rate not exceeding one-tenth of a cent per line per thousand circulation would be nearer the basis of actual value than the exceptionally low figure quoted by you. Yours faithfully,

STANLEY DAY.

A FAKE IDEA OF FAIRNESS.

Allan Forman, who has a habit of saying things plainly in his *Journalist*, gives this bit of advice anent the improvement of the American Newspaper Directory: "If the editor really wants to be fair," says Mr. Forman, "he has within his reach a very simple method by which he can satisfy everybody. He could mark the papers which refuse or neglect to furnish him with the required information with some sign indicating that the information had been refused." This would obviate all complaints arising from the guessed-at ratings. Moreover, this plan would greatly simplify the compilation of the Directory. But the editor of the Directory will not adopt Mr. Forman's suggestion, for the very simple reason that he does not desire to be fair according to the publisher's conception of fairness.—*Newspaperdom*.

The *Journalist* and *Newspaperdom* are two cases in point. They would have the mark indicating that the paper refuses information concerning the circulation. It may not be necessary to say that nearly all of the papers who charge for advertising five to fifty times what they are worth are equally reticent about circulation, and equally desirous of keeping dark on the subject.

ANENT THE CASTORIA DECISION.

A manifesto of the "Fargo" Castoria Company attempting to justify in equity the decision of the United States courts permitting that company to use the name "Castoria" was recently printed in *The Western Druggist*, and has been reprinted, with tacit approval, by PRINTERS' INK. *Fame* can not regard such decisions as just, and it is worth while to put on record our reasons for holding that their tendency is to rob the original maker of any article that has been widely advertised—to destroy his property rights without due process of law—without regard to the question whether a patent has run out, a copyrighted trademark has expired, or a secret process of manufacture has been discovered.

The Baker Chocolate concern, of Dorchester, Mass.; the Singer Sewing Machine Company, of this city; the Cheesebrough Company, manufacturers of "vaseline," and various other heavy advertisers have been victims of decisions on similar lines. The "vaseline" case was an exact parallel of the "Castoria" issue. The others are also parallels, so far as ethics have anything to do with the court decisions.

The name of a maker, or a name coined by himself, had in each instance been made known to the public by hundreds of thousands of dollars'

expenditure in advertising. Exclusive rights to the consolidated results of such advertising can not be denied, in equity, to the original advertiser.

This does not mean that the same thing can not be properly made by a competitor after the patent has run out. It can be made and sold, but not fairly and honestly under the name that identifies it with the person or company that first introduced it to the public, decisions of the State and Federal courts to the contrary notwithstanding. When a competitor deliberately seeks to use the advertising done by a business rival in the past to boom his own trade, he is seeking to reap where some one else has sown, to get what does not belong to him, and "Thou shalt not steal" is an element of the higher law, not affected in the slightest degree by the opinions of judges or the decrees of courts.

The "Fargo Castoria" under another name would smell as sweet, and have precisely the same effect upon the human system. If it were advertised as judiciously, as persistently, and as expensively as Pitcher's Castoria has been, it would in time come to have as large a sale, always providing that the article were the same, whether it were called "Oil of Honey" or "Honey of Oil," or "Pearl of Purgatives" or something else. "Castoria" is selected because Castoria has been advertised with some one else's money. That is the whole thing in a nutshell.

Our courts have doubtless been governed by precedent in their decisions, and their reluctance to recognize an entirely new class of "vested rights" is easy to explain, on considerations perfectly creditable to the judges concerned. A quarter of a century has seen development of "publicity" as an asset in which millions are invested by men in control of proprietary articles. It is the proper function of the community to protect all sorts of property. And *Fame* feels certain that either through judicial construction, or through new legislation, fortunes invested in publicity will at last come under the protection of the law, which now protects coal and lumber and iron, but permits Jones to steal the value of Smith's advertising without any punishment whatsoever.—*Fame*.

TELLING the public about your wares, the prices you sell them for and the reason why they should buy yours—that is advertising.—*Advertising for Druggists*.

NOTES.

A FOUCHKEEPSIE clothier says: "We make fits to suit, and suits to fit."

The *Boots and Shoes Weekly* of New York claims to be devoted entirely to the interests of retailers.

LOUIS V. URMY has been appointed Eastern advertising representative of the *Agricultural Epitomist*, of Indianapolis.

It is proposed in Stamford, Delaware County, to vote an appropriation of \$500 to be raised by general tax and used in advertising in the New York papers the attractions of the village as a summer resort.—*Middletown (N. Y.) Argus*.

THE "Living Poster" is a new church fair scheme, in which the pretty girls of the church pose in the attitudes and costumes of some of the handsome magazine advertisements, such as the girl exposing her pearly teeth before a mirror. The audience guesses the names of the articles thus advertised. The proprietors of the articles are supposed to contribute \$10 or more to the fair, and furnish samples for distribution.—*Advertising Experience*.

DEPUTY SHERIFF SULLIVAN received an execution yesterday against the Brains Publishing Company, of 141 East Twenty-fifth Street, for \$7,031 in favor of Aphra E. Hawkins on two notes of the company and for money lent to the company from August 3, 1894, to March 31, 1898, by Willis B. Hawkins, the president. The company was incorporated in February, 1894, with a capital stock of \$25,000, and published *Brains*, a weekly which had been started in 1892.—*N. Y. Times*, April 12.

PITFALLS.

A writer in the Grand Rapids (*Mich.*) *Tradesman* instances the following pitfalls into which he says the advertising neophyte is apt to fall:

1. Writing an advertisement without thoroughly understanding the subject. No man can write descriptively of Africa without having seen the country with his own eyes. Neither can any one write a convincing, truthful advertisement of an article he has never seen, or is familiar with through hearsay only. First study the stock to be sold, and then you can write profitably about it and "get the people" to buy it.

2. Using stilted phraseology—high-sounding words. In writing a book, the successful author uses such language as will please the masses or intends to gain as readers. What suits your ideas may not be suitable for your public. Clothe your advertisements in such language as will please and attract the greatest number of readers.

3. Vulgarly and slang. The class of human kind given to the use of either of these blots on the purity of English are not usually a class whose custom is particularly desirable. Besides, an advertisement writer has no right to suppose that any of his readers wish to read such publicity. It is an offered insult.

4. Joking—except unusually good and new, and then very seldom. A good salesman rarely jokes when talking business. A good advertisement is the best of salesmen, and therefore avoids spoiling its opportunities for talking business by the use of stale pleasantries. If you are inclined to be humorous, buy space in the funny column and keep your witticisms out of your advertisement.

5. Misleading statements. No jockey ever sold a horse, claiming or implying it to be perfectly sound, when, in fact, it had ring-

bones, but that it was discovered by the purchaser. This statement applies to any class of merchandise, and the discovery of falsity in the slightest degree will be at the expense of custom and profit.

6. Fulsomeness. By this I mean using much verbiage in description of an article, when a few plain, terse statements will serve the purpose much better. This florid style is very well for circuses, but doesn't pay in selling sugar or calico.

7. Vagueuess. A stained glass window in a cathedral is an object of delight, but no one can see through it the beauties of the church within. "Pretty talk" does well for young lovers and babies, but it will not sell goods. Make the glass of your ad windows so clear that the merits of the articles spoken of will shine through like the noon-day sun.

8. Exploiting too many articles at once. Unity—"oneness"—is the great underlying principle of successful advertisement writing. Select the article with care, and then talk about it as though it were the only article in the world and your life depended on your success in telling people of it.

9. Writing sufficient to comfortably fill twenty inches for a ten-inch space. Novels printed in small type, unless they are by noted authors, are avoided by those whose time is valuable or eyesight bad, while even poor writers find sale for their books if they are printed legibly. Make your space fit the advertisement, not the advertisement the space, and make them both come within the bounds of common sense.

10. Advertising standard goods for sale "below cost to make room for spring stock." This old fable is worn utterly threadbare. Not one buyer in five hundred believes that you have paid one dollar in cash for a standard article and are foolish enough to sell it for ninety-seven cents.

11. Dullness. If you can not write something bright, original, attractive and convincing, allow the space contracted for to remain blank, rather than smirch its purity and your own reputation as a progressive business man by taking refuge in old, worn-out, custom-destroying advertisements. Better say, if a druggist, "Poison sold in quantities to suit all purposes," than "Smith & Co., Dealers in Drugs and Medicines, Prescriptions carefully," etc. The first may startle some one. The latter will only put them to sleep.

MUSEUM OF JOURNALS.

A museum of journals at Aix-la-Chapelle, Germany, founded in 1886 by M. Oscar Forkenbeck, is said to contain five hundred thousand newspapers in all languages. The founder devoted his whole fortune for forty years to the acquisition of rare and curious specimens, and to subscriptions to journals in all parts of the world. He received and read every day a considerable number of the papers in thirty different languages. Having started the museum with ten thousand full collections, he addressed a circular letter to the press of the globe, asking co-operation in his enterprise, and a large number of journals responded.—*Newspaper Maker*.

DIPLOMACY.

Honesty is an indispensable requisite in any permanent success; but it must be combined with *tactfulness*, to reap largest results. Honesty can be presented in a way that offends. The tactful man is no less honest because he is less blunt. Diplomacy is a factor in business success, just as it is in the successful administration of national affairs.—*Keystone*.

Nearly 700,000

Agate Lines of Paid
Advertising
were printed in . . .

The Mail and Express

During January, February
and March of this year—

To be exact, 694,134.

This is a gain of 121,926 agate lines over the corresponding three months of 1897, about 22 per cent increase, and is in excess of that carried by any other evening paper in New York. The next paper on the list printed 70,658 agate lines less than THE MAIL AND EXPRESS, nearly 250 columns, showing a loss of 14,363 agate lines as compared with the same three months of 1897. All of which conclusively proves that THE MAIL AND EXPRESS is the standard advertising medium in the evening field. Advertising in THE MAIL AND EXPRESS produces results. No driftwood. Every reader is a purchaser. Circulation showed an equally gratifying increase.

The Mail and Express,

203 Broadway, New York.

ANENT THE GUY BILL.

There is every reason why the public should be protected against misleading advertisements, but it is questionable to just what extent a remedy can be applied through legislature and the courts. The public has a very potent remedy at its command, which it uses, too, to a much greater extent than many might suppose in combating the evil referred to. Purchasers who have been misled by false statements speedily transfer their patronage elsewhere, so that the lying advertisement becomes a veritable boom-crang.—*Shoe and Leather Reporter*.

DIFFICULT TO GET EITHER—SOME-TIMES.

Mr. Forman indorses the position always taken by the *Fourth Estate* that publishers should ignore Rowell's demands for statements of circulation. Neither Rowell nor any other directory publisher has any more right to demand a circulation from a publisher than he has to demand cash from him at the point of a pistol.—*Fourth Estate*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$2,000 monthly. Covers South and Southwest. Advertising rates very low.

MINNESOTA.

THE MINNEAPOLIS TIMES is the only English daily published in its city that has its cash paid circulation examined and certified to by the Advertisers Guarantee Company.

It publishes the only Sunday paper in the State of Minnesota whose circulation the Advertisers Guarantee Company is permitted to examine and verify.

THE MINNEAPOLIS TIMES is also the only daily or Sunday newspaper published in Minneapolis which furnished a detailed statement of circulation for each of its editions during the year 1897 as a basis for rating in the last issue of the American Newspaper Directory.

Wide-awake advertisers recognize the significance of the facts stated above.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WEST VIRGINIA.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city \$6,000. **LA COSTE**, N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

LARGE POSTALS
FOR ADVERTISERS.

Send for a sample of my large postal for advertisers—size 11x14. Price, \$2.75 per 1,000. Address **WM. JOHNSTON**, 16 Spruce St., N. Y.

THE EFFSEY FALCON PEN

Can be used on hard linen ledger paper, or on cheap memorandum pads, or on scraps of paper which lie about the desk. It writes well on any kind of paper. Its wearing qualities make it the cheapest steel pen on the market, for it wears about twice as long as an ordinary steel pen.

Price: \$1.00 for a box of 144 pens; or a sample box is sold for 10 cents. Either also mailed on receipt of the price by

JOHN H. COOK, Red Bank, New Jersey.

PHENIX, ARIZONA,

is the trade center of 50,000 prosperous people.

THE
Arizona Republican

published every morning in the year, is read by the majority of these people.

For rates and information concerning this progressive newspaper, see

H. D. LA COSTE, Eastern Agent, 38 Park Row, New York.

THE WESTERN PLOWMAN
IS THE ONE WESTERN FARM
PAPER THAT SWEARS TO AND
GUARANTEES ITS CIRCULATION!
SEMI-MONTHLY.
33,017 2/3
MARCH '97 TO MARCH '98

This is the farmer's
guide to buyers.

WESTERN PLOWMAN
EASTERN OFFICE:
TIMES BLDG.,
NEW YORK.
CHICAGO

The Daily Republican

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

The Daily Republican

Phoenixville, Penn.

ONE TRIAL BRINGS RESULTS.

THE HARTFORD TIMES

with its circulation of

**15,000 Daily and
7,700 Semi-Weekly**

will take care of Connecticut for you.

The Times is recognized as the best advertising medium in Southern New England.

When figured in proportion to actual circulation, The Times' advertising rates are 50 per cent lower than any other Hartford paper.

Send for Sample
Copy
and Rate Card.

Address
THE TIMES,
HARTFORD, CONN.

The Home Department.

A new feature of modern Sunday School work is the "Home Department," with over a hundred thousand members who agree to spend at least thirty minutes a week in studying the Sunday School lesson. This Home Department includes mothers who are busy with their household cares, men and women whose work detains them and who are willing to read the Bible, but don't care to go to Sunday school. These are some of the people who are interested in

The Sunday School Times

It is these people, and the active officers and teachers of Sunday Schools in different denominations, who have been influenced by the largest average weekly issue (134,938 for 1897) of all the Sunday School publications.

Over 220,000 Best Religious Homes

with all their varied needs, are open to good advertisers in the easiest, cheapest and best indorsed way through the good service of these long established and influential weekly religious home journals.

PHILADELPHIA

SUNDAY SCHOOL TIMES,
LUTHERAN OBSERVER,
CHRISTIAN STANDARD,
PRESBYTERIAN JOURNAL,
REF. CHURCH MESSENGER,
CHRISTIAN INSTRUCTOR,
EPISCOPAL RECORDER,
CHRISTIAN RECORDER.

Put them
on your list.

Advertising rates and full particulars will be furnished for each paper separately, or in combination, by the Advertising Department of these papers.

The Religious Press Association,

104 South Twelfth St., Philadelphia, Pa.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

IOWA GOT THE FACTORY.

Proprietors of a factory, employing fifty hands, advertised through an agent at Webster City, Iowa, for a location in Iowa. The agent placed the WANT AD in the

DAILY IOWA CAPITAL

The ad appeared six times.

The postmaster at Webster City forwarded eighty-seven replies to that ad to the Cleveland concern. This means that some pretty good people in eighty-seven good towns of the State read the CAPITAL. That's just one instance. We've got loads of such facts.

DAILY IOWA CAPITAL,
Des Moines, Iowa.

NOT WAMPUM-WEARING WIGWAM DWELLERS.

Sports Afield

reaches the best people—many thousands of them—in every State and Province in North America. It is immensely popular among sportsmen—not the buckskin clad residents of the 'way-back districts, but men who seek recreation in field sports when wearied with the problems of finance or politics, the turmoil of mercantile pursuits or the mental strain of the professions. They value SPORTS AFIELD and turn to its pages for rest and relief from care. They read it from cover to cover—not with the hurried glance given to other and less valued publications, but in their leisure moments, and with a careful scrutiny which notes and digests each item of interest. Advertisers should bear this fact in mind. If they desire to push the sale of their wares among people who possess ability to buy, the purchase of space in SPORTS AFIELD will always prove a paying investment. Write for sample copy and advertising rates. Local agents wanted in every town and neighborhood.

SPORTS AFIELD, 358 Dearborn Street, Chicago, Ill.

Eastern Office: 335 Broadway, New York. H. WURZBACH, Manager.

To Get Customers

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. 14,756

Actual Average Circulation for Nov., Dec. and Jan., 15,407

Hawkins' "Bargain Day" Offers.

\$1 For one dollar I will write a sample advertisement (6 inch or less) no illustration, on any subject. Six such ads \$6.00. **\$1**

\$5 For five dollars I will write and illustrate an advertisement (not over 8 inch space) and give instructions for setting. **\$5**

\$10 For ten dollars I will write a small size eight page booklet and furnish cover design. Inside illustrations at \$2.00 each, extra. **\$10**

\$20 For twenty dollars I will write and illustrate an advertisement for magazine or trade paper, any size, and promise the expenditure of enough gray matter to warrant a \$35.00 or \$50.00 charge. **\$20**

I have had seven years' experience in advertising, have written, planned, placed and made successful the advertising of some of the largest manufacturers and retailers. I can do as much for you.

Write me about anything pertaining to advertising matter.

G. H. E. HAWKINS,
"THE ADVERTISING MAN,"

1122 BROADWAY, N. Y.

New England's Family Paper.

THE Portland Transcript

The following facts will interest advertisers who are seeking the best mediums and who appeal to New England buyers.

FIVE FACTS.

1. The average weekly circulation of the TRANSCRIPT for the year ending July 31, 1907, was
23,443 ¹⁰/₅₂
2. One-half of this circulation is in Maine; nine-tenths of it is in New England.
3. Probably no paper in the country has so many readers per paper. Many TRANSCRIPTS are borrowed from house to house and finally sent to relatives in the West or South. Ask any New Englander if this is not so.
4. Each issue of the TRANSCRIPT has 12 pages. The average of advertising does not exceed 10 columns. This means good position for "run of paper" ads.
5. The advertising rates of the TRANSCRIPT are moderate, and two or three extra good positions can be had by early application.

TRANSCRIPT CO.

Portland,

Maine.

THE JOLIET DAILY NEWS

Daily average
for February,

...5,552

The Great Home Paper.

Employs 42 carrier boys.
No papers sold on the
streets.

The paper for shrewd advertisers.

Daily average for
last twelve months,

....5,510

None but reputable goods advertised. No liquor or fake ads taken at all.

...THE NEWS COMPANY...

Joy Fills the Heart

of every advertising man using the columns of the Five Family Papers of LANE'S LIST. They go to over 700,000 American homes every month. For \$3 a line you reach between three and four million intelligent readers. A postal card of inquiry brings you full information.

LANE'S LIST, Inc., Augusta, Maine.

Circulation That is Circulation

Sample copies and papers sent year after year to a list of names who have once been subscribers, since paid or not, is by some publishers called circulation.

Farm-Poultry claims that circulation means only those copies which are bought and paid for by the year or from newsdealers each issue. Such bona fide circulation is all you are asked to pay for when you advertise in **Farm-Poultry**. The character of the paper is high; its influence among readers is large because it contains practical, helpful matter.

FARM-POULTRY

Goes into families; is read extensively by women. Therefore all advertisements that appeal to family wants can be profitably placed in it to good advantage.

It is published semi-monthly. Forms close the 5th and 20th of each month. Sample and rates sent on application to.

I. S. JOHNSON & CO.,

22 Custom House Street, Boston, Mass.

TO PUBLISHERS

Of first-class publications having 50,000 circulation or more. Wing & Son, Piano Manufacturers, offer

The Wing Self-Playing Piano

WITH

Instrumental Attachment.

In exchange for advertising space, no cash to be paid by the publisher. Space to be used to advertise the Wing Piano.

The instrument consists of (1) a first-class Wing & Son upright piano, which can be used independently of the self-playing attachment. (2) Self-playing attachment. (3) Instrumental attachment, imitating the tones of the mandolin, guitar, harp, zither and banjo.

The instrument is not only a self-playing piano but a complete orchestra always at command to render any piece of music that may be desired. Any instrumental music, waltzes, songs, dances, operatic selections, etc., can be played by the self-playing piano and they will be absolutely perfect in time and expression. No matter how elaborate the piece to be played there is absolutely no skill or knowledge of music required.

For full particulars apply to

PETTINGILL & CO.,

120 Broadway, New York.



Agricultural Advertisers

can reach 25,000 Maine farmers
every week through

The Weekly Commercial

FARMER AND VILLAGER.

The best farmers' paper in the State.
Has a paid circulation exceeding 25,000
copies weekly, guaranteed by the Adver-
tisers' Guarantee Company of Chicago.

PERRY LUKENS, JR.,

New York Representative,
29 Tribune Building.

J. P. BASS & CO.,

PUBLISHERS,
BANGOR, ME.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.

To WHOM IT MAY CONCERN:

This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was \$1,500.

J. B. CRANFILL, Proprietor.
(Seal) T. M. HAMILTON, President.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the Texas Baptist Standard, Waco, Texas, for sample copy and rate card.

THE ARGUS

ALBANY, N. Y.

**Largest, Brightest
and Best Newspaper
published in
the Capital City.**

**RATES AND SAMPLE COPIES ON
APPLICATION.**

JAMES C. FARRELL,
Manager.

1848 . . . 1898

Some
Publishers
claim
the
earth
yet
prove
nothing.

COLMAN'S RURAL WORLD

invites
critical
examination
and
comparison,
and
will
leave
the
result
to
your
good judgment.
Note
the
quality
of
paper,
print,
illustrations,
amount
of
clean
business,
helpful,
reliable
information
and
its
general
character.

Each and every paper is paid for in advance, and the subscriber may have his money back if he wants it. Where does it belong on your list? We leave the answer to your own judgment.

Rates on application.

COLMAN'S RURAL WORLD,
St. Louis, Mo.

EXPERIENCE WITH Forest and Stream

New York, Jan. 29, 1898.

FOREST AND STREAM PUB. CO.,
346 BROADWAY, NEW YORK.

GENTLEMEN:

Since the appearance of the advertisements of Ripans Tabuies in *Forest and Stream* the number of mail orders received from persons who mention *Forest and Stream* has been far more numerous than would be expected. We have been much gratified at the apparent effectiveness of our advertisements in *Forest and Stream*.

THE RIPANS CHEMICAL CO.

WAR WITH SPAIN.

General Sherman did not exaggerate when he said: "War is Hell."

The people of Texas would deprecate war with Spain or with any other nation. Texas is fairly embarked on a sea of prosperity. Her people would gladly proceed undisturbed in the development of her splendid resources. War would sadly interfere with some of her important industries.

But there are industries in Texas that war would stimulate. Texas can surpass any other State in the production of beef and mutton, and this year her pork production will be very large. Last year her wheat production was about 10,000,000 bushels. The acreage in wheat for 1898 is about twice that of 1897. In all other food products she will exceed anything done in the State in previous years. She will produce in larger supply than ever before the products whose sale is increased instead of diminished by war.

The agricultural classes in Texas are indebted to

TEXAS STOCK AND FARM JOURNAL

Offices: DALLAS, FORT WORTH, SAN ANTONIO,

as much as to any other one agency for the advancement their industry has made during the past 20 years. This popular farm journal has ever had in view and has labored assiduously to impress its readers with the importance of "better seed and better breed." In this way the JOURNAL has pursued the wise policy of preparing for war in time of peace. To-day her 16,000 subscribers (guaranteed), composed as they are of the best farmers of the Lone Star State, would make in themselves a formidable army were they to be called upon to defend the honor of the nation.

The Bigger the Car The Bigger the Card.

That's the proper way to treat
advertisers.

Give them a card large enough
to be read, so that the ads won't
look like

Fly-specks on the Moon

What's the use of putting a mean
little sign in an immense roomy
car. The spaces in our Brook-
lyn "L" Cars are

16x24 and 16x48ins.

HOW'S THAT FOR DISPLAY?

Geo. Kissam & Co.

253 Broadway, N. Y.

The **ONLY** Agricultural **NEWS** paper

is, indisputably,

THE COUNTRY GENTLEMAN.

That is to say, it is the only periodical published that gives the Agricultural News of the day with any degree of system, accuracy and fullness ;

AND THEREFORE

Its constituency consists everywhere of the most intelligent, brightest, most up-to-date class of persons interested in country or suburban life—people that no other agricultural periodical touches.

AS TO QUANTITY OF CIRCULATION

It publishes many more "Want Ads" than *all other agricultural papers combined*. You doubtless know what a "Want Ad" circulation must be *and always is ?*

Paper, illustrations, typography, greatly superior to those of any other periodical of its class. Please send for a specimen copy, and see.

Twenty large pages weekly.
Advertisements tastefully set and
carefully classified.
Nothing objectionable taken.

One insertion, 40 cents per line,
\$5.60 per inch.
Discounts for Continuance.
Subscription price, \$2.

LUTHER TUCKER & SON, PUBLISHERS, ALBANY, N. Y.



AWARDED HIGHEST HONORS
AT THE
World's Chief Expositions

OFFICE OF

J. C. Ayer Co.

Domestic Dept.

AYER'S CHERRY PECTORAL.
AYER'S SARSAPARILLA
AYER'S PILLS.
AYER'S HAIR VIGOR.
AYER'S AGUE CURE.

LOW RECEIVED
APR 7 1896

GEO. P. ROWELL & CO.

Messrs. Geo. P. Rowell & Co., Pub.,

The American Newspaper Directory,
New York.

Gentlemen:-

Your notification of March 7th that our subscription for membership in The American Newspaper Directory Confidential Information Bureau (rather a formidable name, isn't it?) has been awaiting the writer's decision as to renewal. We beg to enclose you herewith our subscription for another year.

Perhaps we have an opportunity of being as well informed in regard to papers as most advertisers. With twenty travelling men on the road the year round, visiting newspaper offices every day, we are enabled to get some reports as to local conditions which assist us in determining the value of mediums to us, but during the year your Bureau has saved us its price many times over by furnishing us with reports which have supplemented our information.

Very truly yours,

J. C. AYER COMPANY,

Alfred E. Rowe
Treasurer.

AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

Concerning the Character and Circulation of Newspapers.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding. THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

Address GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce Street, New York.

Helpers of Business.

Business conditions are unsettled, it is true, and yet there's plenty of business to be had. Those men whose business it is to improve the business of advertisers seem to have plenty to do. MOSES & HELM are complaining that they can not catch up on their work—CHARLES AUSTIN BATES smiles serenely when we drop in to see him and points to a desk full of orders—GILLAM & SHAUGHNESSY keep an office boy busy opening the mail—WOLSTAN DIXEY is working overtime—WM. JOHNSTON keeps his presses running at top notch—CHAS. F. JONES grins when any one says business is dull and buckles down to work again—in fact they're all as busy as bees, plenty to do and good pay for doing it.

As for Ourselves

the best proof that we get an order or two occasionally is that on April 15th we moved to new quarters at 18 and 20 Oak Street. Four times as much room, greatly increased facilities. *Everything now under one roof*—Offices, Artists, Presses (we now have 11 of the latest improved Lithographic and Typographic Presses) Bindery, Paper Ruling Department, etc. No order is too big for us, none too small. Let us show you how ably we can handle your work.



**The Gibbs and
Williams Co.**

**FINE LITHOGRAPHIC AND
PRINTED MATTER,**

18 and 20 Oak St.,

Corner of New Chambers.



HOW DO YOU FIGURE ?

How do you know you get what you pay for ?
How do you know that the cheap advertising
you are paying for in Ohio isn't, in fact, very
dear? Don't you know the cheap-price
papers are generally the dearest—cheaper
in results than in price ?

The Ohio Select List

was organized to enforce honest principles and practices.
Its members seek, by combination, to overcome the
competition of unscrupulous misrepresentation which
the honest publisher can not successfully fight single-
handed. To be admitted, a newspaper must have the
character and standing to guarantee the truthfulness of
its claim

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
Republican-News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democrat-News.

Springfield,
Republic-Times.


Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

The Giant of 
The Five-Cent Magazines

THE HALF HOUR

The best and cheapest monthly published.

As attractive and as interesting as many of the more expensive magazines.

NOTHING LIKE IT FOR THE MONEY.

Advertisers report a large number of replies from the HALF HOUR.

Advertise now in the HALF HOUR and get the benefit of low rates and rapidly increasing circulation.

Your regular agent will quote you prices, or write to us direct. Copies of the HALF HOUR on all news-stands throughout the country.

Please send for sample copy and rates.



George Munro's Sons,
17 to 27 Vandewater Street,
New York.

A War Scare!!

WHEN I started in business about four (4) years ago I created a war scare among the printing ink trade, which meant the death blow of high prices. They treated it as a huge joke at first, but when I commenced to hurt their pockets they immediately rose up in arms against me. They berated the quality of my goods, and some of them went so far as to question my honesty. These tactics not proving successful, they began to lower their prices to meet mine, and in some cases went below them and offered credit as an inducement. If I had not entered the field the printers of the country would still be paying enormous prices for their inks. My terms are rather strict, as you must plank down the cash, otherwise you don't get the goods. If they are not found satisfactory, your money will be refunded, and all freight or express charges paid. Send for my price list and printed specimens.

Address,

Printers Ink Jonson,

8 Spruce St., New York.

Newspaper men who desire to attract the attention of Proprietors of Schools and other Educational Institutions to the merits of their publications as mediums for their advertisements would do well to avail themselves of the special School number of PRINTERS' INK for May 25th, which will go to nearly every Educational Institution in the United States. The edition will be above 25,000 copies, and will afford an opportunity for placing arguments where those interested in advertising Schools will see them at the very time when they are making plans for advertising intended to interest the possible pupils for next term.

SCHOOLS

ADVERTISING RATES FOR THE SPECIAL EDITION ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line.

Displayed Advertisements, 50 cents a line, or \$100 a page.

Special positions, 25 per cent extra, if granted.

JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1896, will be first number for the eleventh year, and will be a Special Jubilee Edition.

Special Rates for the Special Editions: One Page in Both Issues,
\$200 net; One-quarter Page in the Two Issues, \$50 net.

THE LAST DAY!

Plan of Publication of the June Edition of the American Newspaper Directory for 1898.

MARCH 15. Submitted proofs for correction to all papers credited with regular issues of a thousand copies or more.

APRIL 15. Revision commenced, beginning with part I., Catalogue by States.

APRIL 30. Revision complete. Corrections not likely to be made after April 15.

The forms go to press on the following dates, and are closed four days earlier :

- MAY 2.** To and including California.
 - 3. To and including Idaho.
 - 4. To and including Illinois.
 - 5. To and including Iowa.
 - 6. To and including Kentucky.
 - 7. To and including Massachusetts.
 - 9. To and including Minnesota.
 - 10. To and including Nebraska.
 - 11. To and including New York State.
 - 12. To and including Ohio.
 - 13. To and including Pennsylvania.
 - 14. To and including Tennessee.
 - 16. To and including Washington.
 - 17. To and including Ontario.
 - 18. Part II. (over 1,000 circulation). To and including Indiana.
 - 19. Part II. To and including Ohio.
 - 20. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.
 - MAY 21.** Part III. (concluded), Medicine and Surgery Numismatics, Philately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries ; all other classes of Arts and Industries and Foreign Languages.
 - MAY 24.** All sheets delivered at the bindery.
 - JUNE 1.** A copy of the Directory shipped to each subscriber.
- Advertisements will be taken till four days before the form for the particular portion is put to press.
- Advertisements to go in the back of the book can be taken as late as May 20.
- Address all communications to

**EDITOR AMERICAN NEWSPAPER DIRECTORY,
NO. 10 SPRUCE STREET, NEW YORK.**

There is a time with nearly every publisher when he does not relish being pinned down to definite circulation statements but prefers to speak of his circulation in round numbers and general terms. These have a very poor opinion of circulation ratings as published in the

AMERICAN NEWSPAPER DIRECTORY.

THE WAY TO BE WELL
INFORMED IS TO READ

The Pathfinder
Every Week—At a Year

ERWIN A. POTTER, President.
GEORGE S. MITCHELL, Treasurer.

Washington, D. C., March 26, 1898.

Messrs. Rowell -

We have often been amused at the self-damning assertions of publishers that they can not get justice at the hands of your Directory. Since we found you required an itemized statement of circulation we have taken pains to provide you with this, and we have never had any trouble getting recognition. There was a time when we ourselves did not relish being pinned down to definite statements we preferred to speak of our circulation in round numbers and general terms. We take it some others are still ~~xxxxxx~~ in this condition, judging by the way they squirm. The only publishers, we take it, who cannot get a rating in the Directory are those that are either too poor to buy a counter, too lazy to count the reams of paper they use, too unbusinesslike to know what their subscription list is or what their postage bills are -- or too ashamed of their actual circulation to let it be known.

Yours truly,

THE PATHFINDER PUB CO
Erwin A. Potter Treasurer

Our
New York Lines
of ...

Street Cars

Are as follows :

First and Second Avenue Electric
Broadway and Astor Place Electric
Broadway and Worth Street
Eighth Street Crosstown
Fourteenth Street Blue Line
From East 23d Street Ferry to Christopher Street Ferry.
Fourteenth Street White Line
Eighty-sixth Street Crosstown
Bartow and City Island

NOT MANY—

but look at the way cards are displayed
and the representative advertisers who
appear only in these lines. They know
Street Car advertising of

"The Kind That Pays."

GEORGE KISSAM & Co.,
253 Broadway, New York.

Indications of Progress

Since the first of the current year one prominent Southern newspaper has added to its mechanical facilities one Double Supplement Hoe Color Perfecting Press, a complete plant of Mergenthaler Linotypes, and a brand new equipment of type and machinery for all other branches of the mechanical department. The same journal has moved into a new building, which is the best appointed newspaper building in the South. In fact, enterprise and capital have put

.. The .. Louisville Commercial

Abreast of the best of Southern or Western newspapers. Eastern advertisers who cultivate the Southern field should communicate, relative to THE COMMERCIAL, with

N. M. SHEFFIELD,

No. 85 TRIBUNE BUILDING, . . NEW YORK.

WE HAVE FOR SALE

One Presto Hoe Perfecting Press at a bargain. For particulars address THE LOUISVILLE COMMERCIAL, Louisville, Ky.

ADVERTISING DEPARTMENT
The Educational Independent
 J. A. COOPER, EDITOR
 EDINBORO PUBLISHING CO., PUBLISHERS
 Weekly During the School Year A Paper for Teachers

SALE CIRCULATION 250,000
 Proof of Circulation made a condition
 of all advertising contracts
 AAAAAA No proof, no pay AAAAAA

Edinboro, Pa., March 30, 1898.

George P. Howell & Co.,

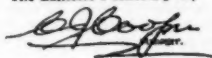
Publishers American Newspaper Directory,
 #10 Spruce Street, New York, N.Y.

Gentlemen:--

Enclosed we send you a statement of circulation made for the purpose of securing correct rating in the forth-coming edition of your directory. In this connection we desire to express our appreciation of the uniformly fair treatment we have received at your hands. During the past several years we have made a detailed statement ^{of our circulation} and have never failed to receive rating in exact accordance with the same. And at the same time we have never spent one cent for advertising in your directory. In our opinion any publisher who complains that he cannot secure correct circulation rating in the American Newspaper directory does not wish to have his real circulation known. Honest publishers easily secure from you the rating they are entitled to.

Very truly yours,

The Edinboro Publishing Co.,



Any publisher and every publisher who complains that he can not secure a correct circulation rating in THE AMERICAN NEWSPAPER DIRECTORY is a publisher who does not wish to have his real circulation known. No honest publisher has any trouble about securing a correct circulation rating in THE AMERICAN NEWSPAPER DIRECTORY. *No honest publisher makes any complaint.*

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

On April 4th Saks & Company, of Washington, broke out in the Washington *Star* with a two-page ad—two pages right straight across the paper. Certainly every one who got the *Star* knew that Saks & Company were in business and had an opportunity of reading about pretty much of all the stock they carry.

I am a great believer in large ads. I don't mean by this that I would use an occasional large ad in preference to a small ad continuously. I would run the small ad continuously and the large ad occasionally. The only thing that is better than this is a large ad continuously.

This double-page ad of Saks & Company overshadowed everything else in the *Star* on April 4th. Nobody else's store looked half as big as theirs.

A double-page ad is more than twice as big as two page ads, just the same as one full page is bigger than two halves. Of course it measures the same number of lines, but a full page makes a much stronger impression on a reader's mind than two halves. If it takes two pounds of steam to turn the wheels of an engine, one pound of steam applied twice will not move it.

Every small item in a large ad carries with it some of the prestige of the complete ad. We believe that a store that has 10,000 pairs of shoes in stock is a better store than one that has 1,000 pairs, although the particular kind of shoe we want may actually be in both stocks.

It seems only natural that this double-page ad should be opened with the usual hurrah that goes with such things.

As a matter of fact, I doubt if anybody ever reads these opening toots of the department stores. It may be that the Wanamaker headings are read, but I am inclined to doubt even that. I believe that most advertisement readers will skip the heading and get down to the real story, just as almost everybody skips the preface in a book.

The successful writers of to-day, both in fiction and in advertising, are those who begin to tell their story with

the first words; they jump right into the middle of the story. The successful novelist of to day doesn't start on the old fashioned plan of telling how, where and why all of his characters were born. He picks a character up right at the most interesting and energetic point of his life and carries him straight on to the finish of the story.

The advertiser should follow the example of the novelist and begin to talk business interestingly with the first words. Generalities don't amount to anything. The opening talks of department store adwriters are nearly always general talks that have little or nothing to do with the real business of the ad.

I reproduce this Saks heading:

The Grandest Assemblage Of Merchandise Washington Ever Saw.

From everywhere that the best is to be had. For everybody who appreciates the best. Its concentration here is the result of the wide influence—the matchless power—the ceaseless effort—the unbridled progressiveness of the Saks Stores. And it is to be distributed during these days before Easter, when everybody is on buying bent, with that lavish hand of enterprise that long ago won us the prestige of unchallenged leadership.

A great change has come over the store. It was never such a complete store as it is to-day. Added departments spread its advantages to a larger constituency. Important improvements give greater conveniences to the shopping public. Brand new in dress and stock, the only relics of the past are the guiding policy that brings you and the world's choicest in closest touch and the guarantee that stands behind you in every purchase that you make. The harsh sound of the saw and hammer has given way to the hum of business—and the greater store is launched upon its season's voyage that will bring the success certain to follow honest values honestly sold. The advent of spring is heralded by the strongest chorus of special offerings that ever appealed to Easter shoppers.

It is a very good example of its class. As such things go it is well done, but it is worthless.

This heading occupied a space 7x15 inches, and while I suppose that space wasn't particularly needed for anything else, it could have been better utilized in making the pictures of the

ad larger and more distinct. As it is the pictures look skimpy. They are so small in some cases that they don't really give any idea at all of the goods they advertise. In other cases the drawings are so poor that they certainly must misrepresent the goods. If the goods are anything like the pictures nobody would want to buy them.

It is a mistake to believe that any kind of a picture is better than no picture. If you can't have first-class illustrations don't have any. A picture in an ad is placed there to illustrate the goods. If it doesn't illustrate them, that is if it doesn't illustrate them fairly, exactly and even flatteringly, the space had better be left blank or filled with type. The picture that misrepresents is worse than none at all.

Pictures in ads are used for two purposes: First, to serve as display and thereby attract the attention of the casual reader, and second, to adequately represent the goods offered for sale.

For the first use the picture should be striking, either because of its beauty or because of the quaint or unusual idea that it suggests.

The second style of picture should, if possible, illustrate the goods in use, and should make that use seem attractive. Every detail need not be shown. I believe that a picture of a well-dressed man or woman putting on a nice-looking pair of gloves illustrates the idea of gloves much better than a bald, detailed picture of the gloves themselves.

Such pictures are suggestive; they show the beauty, comfort and usefulness of gloves.

The mail order advertiser in some lines can do no better than to make a photographic reproduction of the thing he has for sale. If you want to sell gloves by mail, put the actual gloves on a pair of good looking hands and photograph them. Where the prospective customer can not come in and handle the goods themselves, presenting them with a photograph is the next best thing. Where it is possible for the customer to come in and see the goods, and where it is practically certain that if she is interested she will come in and see the goods, the advertisement should be illustrated in an attractively suggestive way.

I think fully half of the department-

store illustrating is bad. The cuts look as if they had been chopped out with an ax, and as if the advertising man had simply the idea that he must use cuts and had not yet learned that the cuts must be of any particular character.

The *Democrat*, of Effingham, Illinois, shows its enterprise and its interest in advertisers in two ways. In what it calls The Business Man's Private Corner it reproduces each week matter from PRINTERS' INK that may be supposed to interest its advertisers.

It would probably serve its own interests and those of its advertisers better if it were to subscribe for copies of PRINTERS' INK and distribute them among the business men of Effingham.

Fifty copies of PRINTERS' INK would cost \$5 a week. The typesetting on the two columns of matter reproduced from PRINTERS' INK must cost the *Democrat* something. If it costs only half of \$5 a week it costs too much in proportion. Better give the advertisers complete copies of PRINTERS' INK and then they can select what they want to read.

The other point in which the *Democrat* shows enterprise is in the possession of a fine lot of display type.

Display type is a good thing to own, but it should be used sparingly in a newspaper.

I want to go on record as saying that there is more bad display because of the superabundance of display type than there is from the lack of it.

If there are only three or four display lines in an office, a compositor can't use more than that many in one ad, and the advertiser and the reader are thereby benefited. If there are a dozen kinds of display type in the office, one or more compositors in the place are likely to make a sample sheet out of each ad. They try to get a little bit of each kind of type into each ad.

There are few ads in which it is permissible to use more than three sizes of display type, and these should be of the same series. A printer should just as little think of mixing up French Old Style and De Vinne and Bradley in one ad as he would think of wearing tan shoes and a speckled silk vest with a dress suit. And he needs ornaments in an ad just about as much as a man in evening dress needs a four-karat diamond in his shirt

front. Type is intended to dress an advertisement and to bring out the good points of the ad. If the type dress is so conspicuous that attention is drawn to it instead of to the ideas of the ad, the compositor has shown a very poor idea of proportion.

* *

Our Store is as Free For You to Visit

To examine its contents, admire, be delighted with, criticise, or condemn what you see in the stock and management, without feeling the slightest obligation to buy, as though you were visiting a public art gallery or library. Our store contains enough of interest to men, women and children to deserve frequent visits. Men will be interested in the ever-changing stocks of suits, trousers, overcoats, neckwear, fancy shirts, gloves, hats, walking canes, umbrellas, etc. Women who have boys will be extremely interested in the fashionable and little-cost wearables for the boys, and the many ladies who buy their husbands' furnishing goods will find a larger stock, better selections and things more to the taste of the men who have to wear them, in our furnishing goods department than in any dry goods store.

Come to-day, come to-morrow, come any time, any of you, all of you. You are always welcome.

MOYER CLOTHING CO.,
THE POPULAR PRICE CLOTHIERS,
THIRD AND OAK STREETS.
Ben Selling, Manager.

Here is an advertisement from the *Portland Oregonian* that has a clean, inviting look. The trouble with it is that it doesn't say anything. It is a very nice, cordial invitation to people to come in and see the store, but it would be better advertising if it advertised the goods. The points that are made in the ad can be made incidentally while talking about the actual stuff that is for sale.

This ad is all right so far as the construction is concerned. It is well written, but it belongs to the great class of general ads that are worth just about nothing at all.

Don't advertise unless you have something to say.

Don't advertise simply to fill space. Better let the space go to waste, because if you fill it with twaddle it will be wasted anyway.

There is something interesting to be said about every stock of goods in this country; I don't care whether the line is peanuts or steam engines. There

is no necessity for writing twaddle about anything. The facts about business are the most interesting things in the world. The facts about business go straight back through history and art and science. The great magazines recognize the fact that business is interesting, and they pay high-priced writers and high-priced artists for studying great businesses and preparing articles about them. And then people buy the magazines for the sake of reading these articles.

Advertisements can be made just as attractive as articles of this sort, if the advertiser will simply hunt out the interesting things in his business.

Probably the most interesting thing about any retail business is the price of the goods, with a description of their qualities. Incidentally the reader may be told something about where the goods came from, how they were made, where they originated. Incidentally they may be told what a great store you have, how generous you are, how honest you are, how nicely you treat people. But make this part of the story incidental. Don't start your ad with that sort of talk. Start the ad with something that will interest the people who are going to read it. Try to find out what is the thing that they would most like to know and put that right in your head-line.

The head-line in this Moyer clothing ad is trite in the extreme. Everybody knows that every storekeeper's store is free to visitors. Nearly everybody knows that the principal object of retail advertising is to bring people to the store. Most people are learning that the success of department stores is, to a large extent, due to their willingness to pay people for coming to the stores. A department store sells goods at cost in many cases for the express and avowed purpose of bringing people to the store for that one thing in the hope that they will buy other things.

There is no use telling people that they may come and examine and admire. They'll do it anyway if you give them some good reason. You will have to give them more than an invitation. I don't mean that an invitation should not be given, but that it should not constitute the whole substance of the ad. Tell people about one, two, three or a dozen interesting things that are in the store and invite them to come and see those things.

Pick the Winners First. Experiment Afterwards.

Here
are
the
Winners

Boyce's Big Weeklies

600,000 Copies } **\$1.60**
Weekly. } per agate line
per issue. No
discounts. . . .

Boyce's Monthly

500,000 Copies } **\$1.60**
Monthly. } per agate line
per issue. No
discounts. . . .

Our Papers Have

More general advertising than any
one daily.

More mail order advertising than any
other weeklies or monthlies

Because They Pay the Advertiser.

W. D. BOYCE CO.,

Boyce Building, Chicago.

**Largest
Daily
Circulation
in
the
World.**

N II State Library (29)

**New York
JOURNAL**

